A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

May 5, 1969

U.S. performance in world markets 1962-67

International Trade Winds

Company News

COMMUNICATIONS—RCA Global Communications, Inc., New York, has announced the beginning of the first private telegraph satellite leased channel operations on Apr. 4. The offices of C. Itoh & Co., Varig Airlines and Nissho Iwai American Corp. in New York and Rio de Janeiro are connected via Intelsat III, provided jointly by Empresa Brasileira de Telecommunicacoes in Brazil and RCA. These firms may now transmit and receive material simultaneously. Rates for the two-way channel are $2,400 at the New York terminal, and $3,360, including a 40% surcharge, in Brazil. Other new satellite facilities available include telegram, telex and intercontinental television.

COATINGS—Carboline Co., and Mallinckrodt Chemical Works, both of St. Louis, have announced formation of a new corporation, Carboline S.A. de C.V., with headquarters in Mexico City. The new corporation is owned by Carboline International Corp., and Laboratorios Rey-Mol, S.A. de C.V., a subsidiary of Mallinckrodt. Carboline's Mexican sales staff and existing business will be aborbed into the new firm, and manufacturing will be at the new Laboratorios Rey-Mol plant near Mexico City. Products manufactured will include the same corrosion resistant coatings, tank linings and floor coatings Carboline now markets.

PAPERMAKING—Compania Industrial de San Cristobal, Mexican affiliate of Scott Paper Co., Philadelphia, has announced a $5 million expansion program to increase its papermaking capacity. The company, half owned by Scott, half by Mexican shareholders, produces household and commercial papers marketed under Scott and Mexican brand names. The expansion program, to be concluded later this year, includes a high-speed paper machine and finishing equipment to produce paper exclusively for sanitary household products. This will be the fourth paper machine added since their affiliation with Scott in 1954. With the new machine, daily paper production should reach 175 tons of finished paper per day. Scott affiliates in Colombia and Costa Rica also have new machines scheduled to begin production later this year.

Newsletter

Brakes, wheel alignment, frame straightening, cylinder reboring, engine options, suspension kits . . . these and other auto service aspects are the subjects of a Trade Mission now in Scandinavia. Five industry executives and Commerce Department's Chicago Field Office Director, Anthony Buchar, will discuss sales, agencies, distributorships, and licensing on a visit to Copenhagen, Stockholm and Hensinki that has been organized and programmed by Commerce Department.

Another business visit in Scandinavia this spring will be that of Howard Widdoes, until recently a vice president of Sperry Rand. He has been chosen by the Business Equipment Manufacturers Assn. to stop in key Scandinavian cities as a preamble to the June 11-17 Data Processing 69 exhibition at the Stockholm U.S. Trade Center. A total of 33 U.S. companies have already booked all space for this show. They include the industry's giants side-by-side with a number of new-to-export firms.

Launched into space . . . onto the lunar landscape . . . and into business talks with representatives of 61 U.S. companies. It will happen to the trade visitors to the U.S. Exhibition at the Paris Air Show opening May 29. Four color films projected simultaneously on overlapping screens will give the effect of a space launching at the exhibition entranceway. At the lunar landscape area inside the U.S. pavilion there will be full-scale mockups of the ascent and descent stages of the U.S. Lunar Module.

Seven of ten companies reporting comparative sales figures after a January 1968 heavy equipment show at the Bangkok U.S. Trade Center either exceeded or equalled expectations. A one-year sales prediction is requested of exhibiting firms. Among those that met or topped their forecasts when the actual year's sales were in were Acker Drilling, GEO Space, Koehring, and John Deere.

In 60 days the newly-formed Indo-American Chamber of Commerce designed, built, filled and opened a $250,000 pavilion at Bombay's Fifth National Agricultural Fair, running now until May 25. The pavilion has exhibits from 25 of the Chamber's 130 members, including Union Carbide, Rohm & Haas' subsidiary Indofil, International Harvester, IBM, Frick of India, and Wyman Gordon. A featured item is the new Ford tractor due to enter production in 1970.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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the cover

A new series of reports, on the U.S. share of the world market for manufactured exports, begins in this issue on pages 5-10. Following this introductory summary of U.S. performance since 1962, other reports will follow—covering the developed and the developing countries and several major categories of manufactured goods.

May 5, 1969

Volume 75
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International Commerce

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BUREAU OF INTERNATIONAL COMMERCE

Special Report

First article in new series reviewing U.S. performance in world markets, pages 5-10

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ONE OF THREE HEADS OF STATE with whom Secretary Stans conferred was West German Chancellor Kurt Georg Kiesinger (right). The others were Premier Mariano Rumor of Italy and Prime Minister Harold Wilson of Great Britain. Seven European countries were visited on the April 11-26 trip.

'Open table' concept

Secretary Stans made the following suggestion in an address at Bonn, Germany, on Apr. 16:

I propose here . . . that we all adopt an "open table" principle to cope with trade restrictions.

Let us bring all nontariff barriers fully into the open. Let us measure them, probe them, and diagnose them, and then deal with them in the same reciprocal manner as was so effectively done with tariffs in the Kennedy Round.

I do not assume that all the problems can be eliminated, even with the strongest cooperation and good will. But I do believe that if we and our European friends work together, we can move forward together in many avenues of mutual benefit.

Secretary reports European visit accomplished aims of exploring, identifying current trade problems

Affirmed strong U.S. free trade commitment; examined tax, subsidy, technical items; discussed textiles, agriculture

By MAURICE H. STANS
Secretary of Commerce

In a speech before the American Club and the American Chamber of Commerce in Paris on Apr. 22, I observed that "problems in trade are among the oldest kinds of problems between men and between nations."

There was a time, I said, when they led to disastrous wars that changed the fate of nations, "but in the 20th Century we have learned that solutions to trade problems may be achieved through frank and friendly discussions—for the benefit of all mankind."

It was in pursuit of "frank and friendly" discussions with our traditional friends and trading partners of Western Europe that I undertook a special 15-day mission to eight cities in seven countries between Apr. 11 and 26.

The warm welcome which greeted me and the members of my delegation at every place we visited testified to the great foundation for progress and good will already created throughout Europe a few weeks earlier by the visit of President Nixon. Just as he has done among our own people at home, we found he has rebuilt the trust and confidence among our European friends that had been deteriorating in recent years.

My own trip to Europe was a mission of exploration, not negotiation. Its fundamental purpose was to establish a rapport, a friendship, an understanding with the nations and the leaders with whom we will be dealing in the years ahead. Our specific purpose was to discuss and acknowledge some of the problems we share, to identify differences and to search for agreements, and to establish direct communications with European nations in order to better manage our common interests.

These goals demanded a working trip—and in 15 days I fulfilled 66 engagements, both private meetings and public appearances. Many additional meetings were held with a broad cross-section of European leaders by the representatives who accompanied me from the White House, the Council of Economic Advisers, the Special Trade Representative, and the Departments of Commerce, Treasury, State, Labor and Agriculture.

Our talks were with the leaders of the European Communities, the General Agreement on Tariffs and Trade (GATT), the European Free Trade Association, the Organization for Economic Cooperation and Development, and the nations of Bel-

Ten points of Paris

Secretary Stans formulated the following summary of the U.S. trade position in a talk in Paris Apr. 22:

I would like to use this forum in Paris to summarize our position on matters of interest across the Atlantic.

First, the United States of America strongly believes the world economy must continue to expand, to the benefit of all peoples.

Second, the government of the United States is firmly committed to the principle of freer trade among the nations of the world.

Third, the United States eagerly seeks "open table" discussions to remove artificial barriers to international commerce, and to resolve other trading problems between friendly nations.

Fourth, the United States is committed to the principle that all nations may participate in American markets but not to a point that requires the dismantling of a major industry.

Fifth, the United States reaffirms its historic faith in free competitive enterprise, around the world.

Sixth, the United States does not believe changes should be made in national systems of taxation to accommodate competitive trade situations.

Seventh, the Nixon administration is committed to the earliest possible abolition of remaining controls on the investment of American dollars in other countries.

Eighth, the United States will preserve the freedom of foreign nationals to invest in our country, and to withdraw capital and profits as they desire.

Ninth, the United States will encourage the convenient flow of technological and scientific data between all peoples.

Finally, the United States will not impose financial restraints on international travel by the American people, and will increase its efforts to invite travelers from around the world to Discover America.

gium, the Netherlands, West Germany, Switzerland, Italy, France and the United Kingdom. My conversations included talks with three heads of state (the Chancellor of West Germany, the Premier of Italy and the Prime Minister of Great Britain), as well as numerous foreign ministers and the ministers of trade, commerce, economics and finance throughout Western Europe.

In each city I also met at length with American business leaders, to discuss their interests, their needs and their problems. These talks were extremely valuable to me, as I hope they were to them.

I believe it is fair to report that our mission accomplished its aims. We knew that certain trade difficulties existed, and we brought them into the open. We discussed them thoroughly. We became better aware of the internal circumstances that bear on these differences in each nation respectively.

And I am confident that we are now on the right path toward a resolution of many of them.

The subjects which I discussed in Europe generally divided into five different categories.

First, in the strongest possible terms I reaffirmed the commitment of the Nixon Administration to the principle of freer trade throughout the world. We were determined that there should be no misunderstanding of our commitment to the reduction of trade barriers that do exist, and no misunderstanding of our belief that the world economy must continue to expand, rather than contract into isolated communities behind barriers at the borders.

Second, having committed ourselves completely to the principle of freer trade, we reported nevertheless that many difficulties do stand in its way in the form of trade barriers with the United States. These include, among hundreds of items:

► Border taxes, whereby levies are imposed on American sales to European countries, while at the same time exporters from those countries receive tax rebates from their governments.

► Monumental problems which confront American businessmen in their efforts to sell goods and services to Euro-

NEW U.S. TRADE CENTER in Paris, due to open in November, was toured by Secretary Stans and Robert A. Brand, Economic Minister of the U.S. Embassy in Paris (at right).

Four economic freedoms

In his first public address on his European trip, at Brussels on Apr. 14, Secretary Stans described what he called the "Four Economic Freedoms," in the following terms:

We have all learned through the years that much of human progress has sprung from the instinctive search for freedom—as individuals and as peoples.

The Free World has gone far in gaining human freedoms. And I propose to express our faith in the ideals of the Four Economic Freedoms—avenues to progress across the borders of free nations:

- ► Freedom to travel.
- ► Freedom to trade.
- ► Freedom to invest.
- ► Freedom to exchange technology.

The rightness of these ideals has been demonstrated in the years since World War II—in the tremendous gains in living standards in the Free World.

The United States economy, and the economies of Western Europe, could never have reached the present heights of prosperity without the unique contribution of each of these "Four Economic Freedoms." True, they are goals, not yet realities, but their benefits are already immense.

Travel has provided face-to-face meetings that promote the human understanding essential to peace.

Trade has provided wider markets for the goods of our working people, raw materials for manufactures, and a wide variety of products that enrich the lives of our peoples.

Investment has provided needed capital for production and distribution, and encouraged the introduction of better techniques.

Technology has increased productivity and enabled workers to learn new skills in better paying jobs, with less effort.

Taken together, these four have helped to provide more jobs for our growing work forces, have increased capacity for production of goods and services, have enhanced productivity, and have brought better living to hundreds of millions. More importantly, they have the power in the years ahead to build a total society of human comfort and security, and to bring together the elements of understanding that can spell peace in our world.

This is the faith of which I speak!

pean governments and their entities.

► Technical requirements that tend to limit American sales in Europe.

► Government subsidies which help competing producers take away American markets in third countries.

Third, we discussed at length the United States' great concern about certain protectionist aspects of the Common Agricultural Policy of the European Community. Proposals affecting the free flow of American soybeans and tobacco are especially worrisome, I said, adding that if these proposed restrictions become fact our own desire for freer trade could perhaps be greatly jeopardized.

Fourth, our trading partners in Europe were assured that President Nixon intends to take a strong initiative in preparing legislative proposals to submit to Congress to lead the United States toward freer trade in a number of ways.

We hope and expect that the findings and recommendations resulting from this trip will contribute to the particulars of those legislative recommendations.

Finally, we discussed at length the critical situation which confronts our American textile industry in light of the rapid increase of imports over the past few years in textiles made from man-made fibers and wool. To deal with the threat these imports pose to our industry, which employs 2.5 million people, we suggested that a multilateral solution be found, working under the auspices of GATT.

In a very real sense, we feel that our discussion of these issues succeeded in improving mutual understanding, and that our mission to Europe was worthwhile.

It was beneficial to our European allies, to us, and to the relationship between us simply that we came. We established our interest in better understanding, and proved our country's desire to lay the groundwork for productive follow-up in the future.

The nations of Europe welcomed hearing the affirmation of our commitment to freer trade, and were pleased to learn of the President's intention to offer initiatives in this direction.

To the proposal which I offered for "open table" talks to discuss non-tariff barriers and ways to remove them, there was general agreement everywhere that such talks would be helpful.

Finally, the trip had the additional benefit to me of learning personally about various Commerce Department operations in Europe, including the U.S. Travel Service and our activities in the U.S. Trade Centers of Milan, Paris and London. We expect to improve these activities as a result.

Now we are about to begin a second mission at the President's request, this time to Japan, Korea, Taiwan and Hong Kong. We will go again in the same pursuit of friendship, understanding and a mutual interest in the future—and through contacts such as these I believe we may do much to help build a better and a stronger world for all.

N.Y. Sales Executives Club plans May export conference

"Cashing in on Profitable Overseas Markets" will be the theme for a one-day conference sponsored by the Sales Executives Club of New York, scheduled for Friday, May 9 at the Waldorf-Astoria Hotel in New York.

Arthur Rutzen, Director of the New York Field Office of the U.S. Department of Commerce, will outline Commerce services to exporters, and will moderate a panel of private and Government trade experts.

Carl A. Gerstacker, chairman of the board, Dow Chemical Co., and chairman of the National Export Expansion Council, will address the regular Friday luncheon of the Sales Executives Club, which will be included as a part of the day-long international marketing conference.

Other speakers who will address the conference include Peter G. Schmitt, vice president, Westinghouse Electric International Co.; and Walter H. Johnson, Jr., chairman, Infoplan, International.

Chairman for the conference will be L. Edward Scriven, of the Port of New York Authority, World Trade Center.

Write: Sales Executives Club of New York, Roosevelt Hotel, New York, N.Y. 10017.

WORLD MARKETS SINCE 1962: I

Recent U.S. trade record: sales rise, but share slips

First in series of articles shows competitors outgaining U.S. in manufactured exports

In an effort to identify and assess the changes in the U.S. competitive position in world markets, the Bureau of International Commerce has assembled a comprehensive body of data on the U.S. share position for 92 groups of manufactured products in 11 market areas. Findings based on this information will be discussed in coming weeks in INTERNATIONAL COMMERCE in a series of articles, of which this is the first and summary report. The market areas will be covered in the next two reports dealing with the developed and the developing areas of the world. Following these will be a series devoted to major categories of manufactured goods, including chemicals, machinery, and transport equipment.

The 14 major industrial supplier nations referred to in this series are Austria, Belgium-Luxembourg, Canada, Denmark, France, Federal Republic of Germany, Italy, Japan, Netherlands, Norway, Sweden, Switzerland, United Kingdom, and United States. For the purpose of this series of articles, the combined exports of these countries, which account for about nine-tenths of free-world shipments of manufactures, are equated to world exports.

The U.S. position in world markets for manufactured goods has declined since 1962, despite strong growth in the value of our exports. Exports of manufactures from the 14 major industrial supplier nations, excluding shipments to the United States, rose from $56 billion in 1962 to $90 billion in 1967, a gain of 60%. At the same time, our sales of these products, which were valued at $20.8 billion in 1967, expanded by about 52%.

Expressed in another way, U.S. exports rose at an average annual rate of 8.7% while those of all 14 supplier countries expanded by 9.9% per year. As a result of these differing rates of growth, the U.S. share dropped from 24.4% in 1962 to 23.1% in 1967.

In 1968, for which only preliminary totals are now available, our share of world exports rose to 23.3%, the highest level since 1964. In each of the last two years our share position has shown some improvement from its postwar low of 22.7% in 1965-66, but it still remains below the level attained in all postwar years prior to 1965.

The rate of U.S. share deterioration has decelerated since 1962 compared to the preceding four years. From 1958 to 1961, our share dropped by 13% but the share decline from 1962 to 1967 was only 5½%. If comparisons are made with the preliminary 1968 totals, the drop becomes slightly smaller.

Most growth in manufactures

The bulk of growth in world trade in recent years has been concentrated in manufactured products. Demand for manufactures has been closely identified with the generally strong and sustained economic growth of the developed countries. Imports of nonmanufactures have failed to respond as strongly to expansion in Europe, North America, and Japan for several reasons:

► Technological advance permits a more intensive utilization of basic commodities in the production of manufactured goods today than it did formerly.

► Development of manufactured synthetic products has tended to replace many natural commodities consumed heretofore.

► The increase in disposable personal income in the developed areas of the world has not been accompanied by a corresponding increase in expenditures on food products. Instead, consumers are spending an increasingly higher proportion of their income on durable and nondurable goods usually associated with higher living standards and greater affluence.

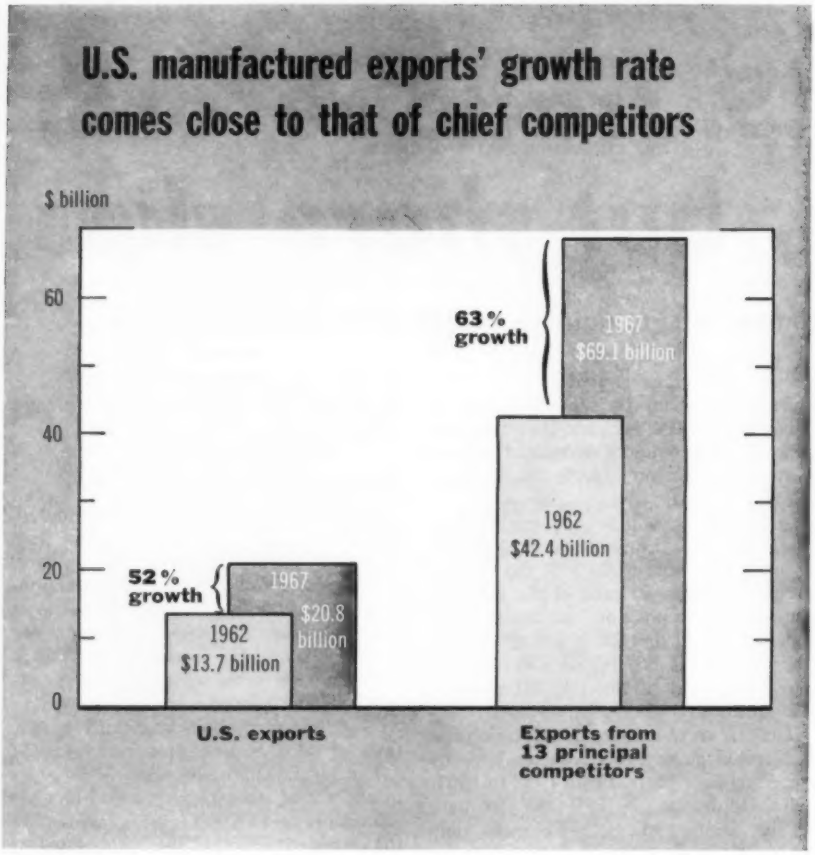
Share improves in 29 groups

Of 92 commodity groups considered, which cover all manufactures other than processed food, fats and oils, mineral fuel products, firearms of war, and ammunition, the United States improved its share position vis-a-vis other major exporters from 1962 to 1967 in 29, as shown in the table on page 7. U.S. exports of these products were valued at $7.0 billion, or about one-third of the total of all U.S. manufactures, in 1967.

Our largest share advance—80%—was in exports of passenger cars and chassis. Shipments of U.S. cars and chassis more than trebled in value and our share of world exports to foreign markets climbed from 11% to 20%. This remarkable gain will be explored in depth in a later article, but it can be said here that it was largely due to the sharp expansion in shipments of automobiles to Canada following the agreement for duty-free exchange of automotive equipment with that country in 1965.

Among the 15 commodity exports where our share of world trade improved by more than 10% from 1962 to 1967 relative to our competitors, there were seven types of machinery, one chemical product, and various photographic, paper, and steel products. Among the machinery items registering sizable share gains, three were of large value—each totaling around a half billion dollars in exports in 1967: internal combustion engines, electric power machinery and switchgear, and pumps and centrifuges.

The performance of U.S. chemical products generally deteriorated in this period vis-a-vis our competitors with one exception. Manufactured fertilizers, shipments of which were especially stimulated in the last three years by AID programs for agricultural expansion in the developing countries, more than doubled in the



five-year period. Our share of these exports rose by 51%.

The U.S. share of world exports of photographic and motion picture apparatus, where we have half the world market, climbed sharply; that for related supplies, of which we provide more than a third of the total, also registered a sizable gain. Paper and paperboard (other than printing and writing paper) were among the more buoyant of our exports. The increase in U.S. sales was great enough to provide a substantial gain in the United States' share of the world market.

The United States also outsold its major competitors by a wide margin in a variety of other leading products, including electron tubes and semi-conductors, power tools, mechanical handling equipment, agricultural tractors, and heating and cooling equipment.

The table on pages 8 and 9 presents a much longer list of products where U.S. exports did not keep pace with those from other countries. Our drop in share in this period varied from only 2% for automotive parts and printed matter to 63% for certain uncoated steel plates and sheets.

All types of chemical exports shipped direct from the United States except the fertilizers mentioned above grew more slowly in value than did shipments from plants in other major industrial countries. Moreover, the share decreases were severe, especially when compared to those in machinery and transport equipment. Performing least well were insecticides and coal-tar distillation products. Worth noting because of the large value of U.S. exports were pharmaceutical products, exports of which dropped 28% in share compared to 1962, and plastic materials which showed a 25% share decline.

Chemicals share deteriorates

Chemicals were in fact the fastest growing type of manufactured export from the industrial countries, rising by 76% in value from 1962 to 1967. The expansion in U.S. shipments which more or less paralleled world growth in 1962-63 was set back in 1964. Despite generally strong annual increases since then, our relative position has continued to deteriorate. Our share of world chemical exports as a group dropped to 23.7% in 1967 from 27.9% in 1962, a decline of 15%. Had each type of chemical product maintained the share of the world total which it had in each market area in 1962, chemical exports would have been a quarter of a billion dollars more in 1967 than in fact they were.

Machinery tops list

Machinery has long been the largest U.S. export among manufactured goods. Nevertheless, the export performance of many types, especially electrical apparatus, did not match that of our competitors in this period. A variety of types of nonelectrical machinery, accounting for about two-fifths of the value of our exports of this group in 1967, captured a smaller share of world markets than in 1962. Despite increased shipments of office machines, agricultural machinery, and printing machinery, our supplier position deteriorated by 5 to 10%. Some major groups, such as metalworking, textile, and construction machinery, registered much greater declines.

Although on an overall basis our share of the market for nonelectric machinery declined by 2%, a detailed commodity-by-market analysis reveals that we did not suffer a loss in sales. This is due to the relatively better performance of the United States in some of the more buoyant commodities and in some of the more buoyant markets.

Our performance stood up less well in most categories of electrical apparatus. U.S. export growth from 1962 to 1967 for about three-fifths of these products was smaller than that of our competitors. Compared to our 1962 position, most of the share declines were in the neighborhood of 15%. Among the largest value exports where our share dropped significantly were telecommunications apparatus, electrical measuring and controlling instruments, and domestic electrical equipment. Our proportion of world exports of the latter dropped by 31%. Although exports of this equipment expanded by a fifth from 1962 to 1967, other countries sales rose much more steeply.

If our position in each world market area for each type of electrical machinery had remainded the same as in 1962, the United States would have sold $85 million more in 1967.

Our sales of transport equipment other than passenger cars were only slightly less expansive than those of other industrial nations. The U.S. share of world aircraft sales was 3% below that in 1962, despite the fact that our exports had increased by 55% to $1.5 billion in 1967.

U.S. shipments of motor vehicle parts, another $1½ billion export, accounted for 2% less of the world market in 1967 than in 1962. The U.S. share of all types of transport equipment in 1967 accounted for the same proportion of total exports as in 1962. In the intervening years, however, our share had been several points lower.

Because United States exports were especially strong in certain transport items such as passenger cars, our sales were actually some $250 million greater than they would have been if we had merely retained our 1962 share for all commodities.

The many other types of manufactured products showing a share loss—in some cases, an extensive loss—included various kinds of textile, steel, and rubber products and a number of consumer goods.

In the trade of the 14 major industrial countries, exports of these miscellaneous manufactures are the largest in value of any of the five groups of manufactured commodities. Therefore, the decline in our share from 16½% in 1962 to 15% in 1967 represented a big loss of $448 million in sales in the latter year, calculated on a commodity-by-market basis.

Shift is of benefit

The shift in the product mix of world trade, as a result of varying growth rates in demand for individual manufactures between 1962 and 1967, had a slightly beneficial effect on U.S. trade. Measurement of this factor alone shows that the United States added about $100 million more to the value of manufactured exports in 1967 than would have been the case if the mix had remained as it was in 1962. By selling more of the buoyantly growing commodities (or less of the slow-growing ones), the United States improved its position in the world market to a minor extent.

In summary, with the exception of transport equipment where the U.S. supplier position was maintained, the U.S. share deterioration between 1962 and 1967 affected all major groups of manufactures. Our performance in electric and nonelectric machinery, though weaker than in 1962, nevertheless held up better than that in chemicals and other manufactures.

Rapid gainers

Nonelectric and electric machinery were the most rapid gainers in U.S. sales of manufactures abroad. Shipments of transport equipment also advanced at an above-average rate. Deliveries from this country accounted for between 20 and 30% of the world increase in these

U.S. exports showing increased share of world exports in 1967 compared to 1962

(In descending order of share gain)

Commodity group	U.S. exports 1967	U.S. share of world exports '67	Increase in U.S. exports 1962-67	U.S. share index in 1967
	$ million	Percent	Percent	1962 = 100
Passenger cars	824	20.0	+202	180
Pig iron	84	9.4	+141	152
Fertilizers, manufactured	231	24.7	+135	151
Power machinery, except steam boilers and engines	80	21.2	+160	141
Photographic and motion picture apparatus	106	49.9	+225	139
Cast iron tubes and pipes; iron or steel pipe fittings	73	28.5	+119	138
Internal combustion engines, except aircraft	560	37.4	+155	138
Nails, screws, and similar articles	56	24.5	+116	135
Equipment for distributing electricity	59	13.2	+ 95	135
Kraft paper and paperboard	184	47.0	+158	130
Electron tubes, photocells, and semiconductors	229	37.9	+167	120
Pumps and centrifuges	454	32.1	+118	120
Photographic and motion picture supplies	180	37.0	+132	118
Electric power machinery and switchgear	510	25.6	+ 93	115
Powered tools	162	28.8	+ 88	113
Paper and paperboard other than that listed separately	163	16.2	+ 65	113
Iron or steel tubes and pipes	108	10.7	+ 53	108
Mechanical handling equipment	446	37.1	+ 91	108
Wood manufactures	48	26.4	+ 47	106
Electronic computers and statistical machines	421	35.8	+146	106
Tractors, except road tractors	378	41.4	+ 56	105
Medical instruments	86	45.1	+ 93	105
Heating and cooling equipment	388	28.7	+ 84	104
Iron or steel bars and rods	29	4.7	+ 18	104
Aluminum	197	19.6	+ 71	103
Sanitary, heating, and lighting fixtures	65	17.4	+ 92	102
Glass and glassware	142	20.0	+ 58	102
Antibiotics	56	38.0	+ 62	101
Nonelectric machinery, other than that listed separately	726	22.1	+ 75	101
Scientific, measuring, and controlling instruments	436	30.3	+ 85	100
Ball and roller bearings	88	25.2	+ 42	100

U.S. exports showing a smaller share of world exports in 1967 compared to 1962

(In descending order of share decline)

Commodity group	U.S. exports 1967	U.S. share of world exports '67	Change in U.S. exports 1962-67	U.S. share index in 1967
	$ million	Percent	Percent	1962 = 100
Motor vehicle parts; vehicles except cars, trucks, and buses	1,531	44.2	+57	98
Printed matter	279	29.7	+75	98
Aircraft	1,518	69.2	+55	97
Articles of plastic materials	87	20.1	+145	97
Office machines, except electronic computers and statistical machines	286	39.0	+89	96
Iron or steel plates and sheets, coated, less than 3 mm. thick	47	15.0	+57	96
Tools for machines	158	24.5	+33	96
Inorganic chemicals; radioactive materials	350	28.9	+59	95
Agricultural machinery, except tractors	237	33.6	+50	95
Phonographs; sound recorders and reproducers	87	20.3	+113	95
Sporting goods, toys, and games	114	23.0	+74	95
Aircraft engines	335	48.1	+ 9	94
Cotton fabrics, woven	108	13.6	−22	94
Television and radio receivers	50	9.3	+45	93
Railway vehicles	145	32.8	− 6	93
Organic chemicals	748	28.2	+86	91
Printing and bookbinding machinery	98	22.3	+43	90
Jewelry; goldsmiths' and silversmiths' wares	57	17.4	+59	89
Leather	43	13.6	+27	89
Iron or steel hoop and strip	28	8.2	+19	87
Mineral crushing, sorting, and glassworking machinery	99	25.3	+20	87
Telecommunications apparatus, except television and radio receivers	425	28.7	+28	86
Dyeing, tanning, and coloring materials	109	11.3	+39	85
Construction and mining machinery	514	48.1	+19	84
Automotive electric equipment	87	32.4	+24	83
Electric measuring and controlling instruments	290	40.6	+56	83
Transport equipment, except commodities shown separately	128	4.9	+62	83
Electric machinery and apparatus, except commodities shown separately	325	24.7	+27	82

(Continued on next page)

groups. In the two groups where our exports were relatively sluggish, the United states provided only from 10 to 15% of the total expansion.

If the 1967 U.S. share in each of the 92 product categories in the 11 markets had been the same as in 1962, the value of U.S. exports in that recent period would have been $510 million higher than the actual value of $20.8 billion. This net total covers the "losses" mentioned above in U.S. exports of chemicals, electric machinery, and miscellaneous manufactures which were minimized to some extent by the gain from relatively buoyant sales of transport equipment. For all manufactures, our share of world exports was 5% less in 1967 than in 1962.

Sales to developed areas surge

Developed markets, as a group and individually, clearly overshadowed the developing markets in generating most of the demand for manufactures in recent years. Sales of manufactures to the developed markets other than the United States in the period 1962-67 expanded by 11% annually, while those to the developing markets increased only about half as rapidly. The rise in shipments to Eastern Europe approximately matched those to developed free-world markets.

Exports to developed countries accounted for three-fourths of the total $34 billion gain in shipments of manufactures from 1962 to 1967. The developing markets, on the other hand, took only $5.8 billion of the increase. Eastern Europe constituted a comparatively small market in 1967, exceeded in size by all other areas except the Near East and Japan.

The Canadian market for manufactures, which had been relatively stagnant in the 1950's, became the fastest growing among all the 11 area markets from 1962 to 1967. Shipments from the 14 major suppliers to Canada advanced by 90% between 1962 and 1967, compared to 69% for the developed country markets as a group.

Other fast-growing markets

Next to Canada, the fastest growing markets were Japan and Eastern Europe each with a growth of 72%, followed by EEC, Australia/New Zealand/South Africa, and other Western Europe. The 19 Latin American republics continued to be a sluggish market for manufactures.

The direction of U.S. exports of manufactures has shifted in recent years. The Canadian market has become by far our leading destination. The Common Market countries and Latin America, almost

equal to Canada as markets for U.S. manufactured goods only a few years ago, have receded in relative importance. In 1967, they accounted for only 15% each, whereas Canada accounted for fully one-fourth of U.S. shipments of manufactures.

Performance uneven

U.S. performance in individual markets has been uneven. Increases in our share were recorded in the entire Western Hemisphere, in Western Europe other than the EEC, and in Australia/New Zealand/South Africa. The U.S. share in the Eastern European market improved, although our exports supplied only 2% of the total as measured by exports from the 14 major industrial suppliers.

In three large U.S. markets, our share of exports dropped sharply. The share loss was most significant in the Common Market where we provided only 11.9% of the total as compared to 15.2% in 1962. If intra-EEC trade were excluded, the U.S. share of the remainder would be 36.7%—a drop of only 4% from our 1962 proportion. The strong expansion of intra-EEC shipments, constituting more than three-fourths of the growth in exports of manufactures to that market from 1962 to 1967, was encouraged by progressive lowering of duties and other economic advantages derived from the formation of the Community.

The U.S. position also deteriorated in the markets of Japan and South and East Asia. In 1967, our exports accounted for 14% less of the total shipped to each of those markets than in 1962.

Residual included

The data examined include a residual of "other and unspecified markets." This "market" more than doubled in size, but the U.S. share dropped sharply from 63.5% in 1962 to only 23% in 1967, or a level equal to that of the average U.S. share in all markets for that year. The Asian Communist markets and Cuba, which are included in the residual, have ballooned in importance as destinations for free-world manufactures. Registration of ships in Liberia and Panama has also risen strongly. Because U.S. trade with these communist markets is embargoed and transfer of U.S. ship registrations is relatively insignificant, our export share plummeted. If the residual market were excluded, the U.S. share of exports of all manufactures would have dropped by only 3% instead of by 5%, thereby moderating the deterioration in our global export performance from 1962 to 1967.

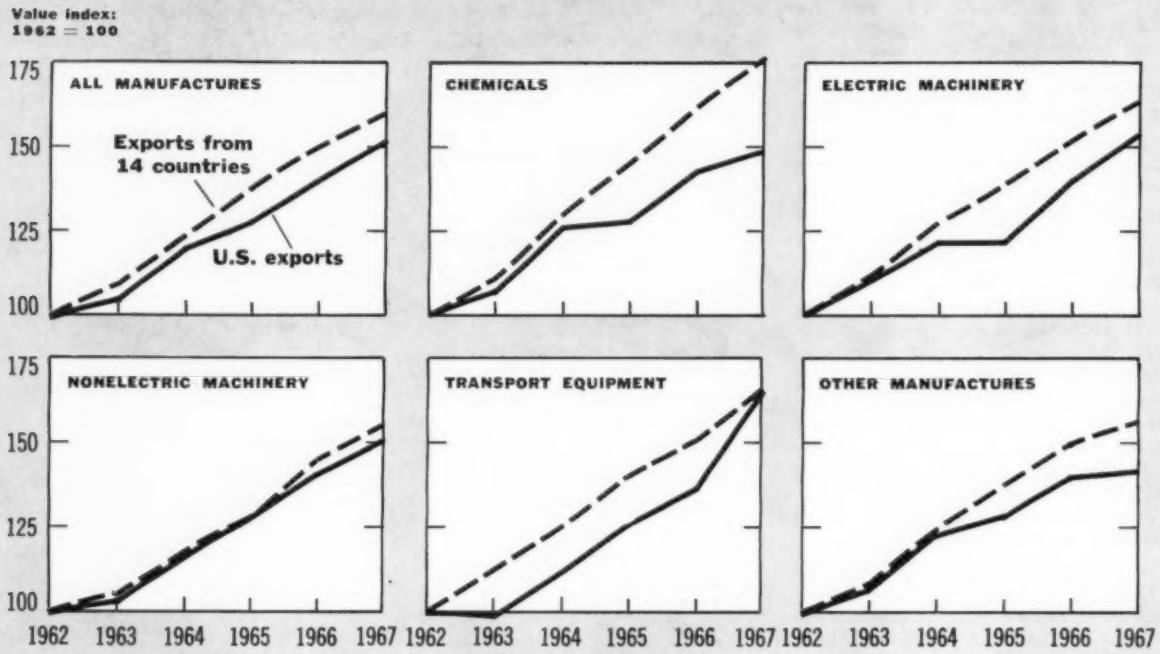
On balance, differences in the growth

U.S. exports showing a smaller share . . .

(Continued from preceding page)

Commodity group	U.S. exports 1967	U.S. share of world exports '67	Change in U.S. exports 1962-67	U.S. share index in 1967
	$ million	Percent	Percent	1962 = 100
Papermill and pulpmill machinery	70	19.6	−16	82
Hardware including locks	51	22.4	+34	81
Trucks and road tractors	379	27.2	+38	81
Chemicals, except commodities shown separately	449	25.4	+37	81
Manmade fiber fabrics	108	9.6	+27	79
Nonmetallic mineral manufactures	130	14.2	+18	79
Articles of rubber, except tires and tubes	50	23.3	+37	78
Other manufactured goods, except commodities shown separately	377	10.3	+52	78
Sewing machines	31	13.9	− 6	77
Materials of rubber	39	21.1	+ 2	76
Finished structural parts and structures of iron or steel	71	17.9	+18	76
Plastic materials	473	21.6	+50	75
Textile machinery	168	12.6	+ 5	74
Steam boilers and boiler house plants	72	34.9	−48	73
Metalworking machinery	339	23.4	−22	73
Medicinal and pharmaceutical products, except antibiotics	232	17.6	+13	72
Essential oils; perfume and flavor materials	44	22.6	+12	71
Printing and writing paper, except newsprint	35	9.7	+25	71
Domestic electrical equipment	121	15.2	+21	69
Furniture	52	10.4	+50	68
Office and stationery supplies	40	21.8	− 1	66
Articles made of paper, or paperboard, except containers	56	19.2	− 2	63
Tinned plates and sheets	41	11.1	−26	63
Rubber tires and tubes	67	11.6	− 6	62
Household equipment, base metal	31	12.0	− 3	62
Clothing, except fur	178	9.6	+ 8	62
Oils and other coal-tar distillation products	28	47.1	−48	60
Copper	209	14.9	− 6	59
Iron or steel angles, shapes, and sections, 80 mm. or more	17	5.7	−27	58
Paper containers	28	21.6	−10	56
Insecticides, fungicides, and disinfectants	83	21.8	−15	53
Manmade fiber yarn and thread	93	8.7	−24	46
Iron or steel universals, plates, and sheets, except commodities shown separately	62	3.4	−50	37

U.S. export growth, 1962-67, lagged most in chemicals



of demand by market had a moderately negative effect on our overall exports in 1967. Measurement of this factor separately shows that had our exports to each of the 11 markets expanded by the same percentage as did the exports from all 14 principal suppliers, our shipments would have been $300 million higher than they actually were.

Exports of manufactured products to the United States have been excluded from this analysis since they do not compete with our exports to foreign markets. The expansion in sales to this country has been about 50% greater than the average growth in shipments to all destinations.

U.S. market position

If exports to this country were included, the increase in exports of manufactures to all countries combined would be raised from 60% to 66% for the period 1962-67. This would depress the U.S. share by 9% instead of by 5½% as indicated above. The importance of the U.S. market in world trade is indicated by the fact that in 1967, for example, exports of manufactures to this country from the major industrial nations were valued at $13.5 billion, or about 16% of their total.

The next report in this series—the first of two on the market areas—will cover the developed countries. Others to follow will cover developing countries and various commodity groups.

Market Share Reports available

The new series of *International Commerce* reports on the U.S. competitive position in world markets—of which the preceding article is the first—is based on data which are included in the Market Share Reports, available from the Commerce Department's Sales and Distribution Branch.

The 69 country reports are priced at 75 cents each and the reports on 1127 commodities are 10 cents each. Lists of the reports and their order numbers are printed in the Market Share Report catalog, also available from Sales and Distribution, Room 2119, U.S. Department of Commerce, Washington, D.C. 20230.

Maryland manufacturers listed in new directory

An up-to-date guide to Maryland manufacturers has just been released. The latest revised edition of the *Directory of Maryland Manufacturers* is published by the State's Department of Economic Development. Priced at $15, the 596-page volume contains data on more than 3,400 manufacturing firms in Maryland.

The directory is divided into four main sections: an alphabetical listing of firms; manufacturers by city; manufacturers by industry; and an index to products.

The directory is designed for use by government agencies, the business community, and the general public. It was compiled from questionnaires completed by the listed firms. A major emphasis has been placed on classification of manufactured products by Standard Industrial Classification numbers. Information published on each firm includes: name, location, mailing address, date established in Maryland, employment, company officials, parent company, subsidiaries, products manufactured.

Copies may be ordered from: Maryland Department of Economic Development, State Office Bldg., Annapolis, Md. 21401.

Flow of import quota bills slows; Treasury, Tariff, Customs units act

Commerce trade policy specialists summarize month's measures by official bodies that affect international business

The following is the fourth in a series of regular reports outlining actions in Congress or elsewhere in Government, or by foreign or international bodies, affecting world trade, as noted by staff members of the Bureau of International Commerce's Trade & Commercial Policy Division. The earlier reports were published Feb. 10, Mar. 10, and Apr. 7.

Legislation: New Bills—Tariff and trade legislation in April was characterized by a marked slowdown in the number of bills introduced compared with the first three months of the session. Of the 40 trade bills introduced in April, only 10 were for the imposition of import quotas, while the remainder dealt with a variety of other trade matters. This brings the total of pending tariff and trade measures to more than 400, over half of which are quota proposals.

During the month, the House Ways and Means Committee reported favorably on nine tariff bills, including six to provide continued temporary duty suspension. If these bills are approved by Congress, temporary duty suspensions would be continued for: heptanoic acid (H.R. 4229), metal scrap (H.R. 10016), electrodes for use in making aluminum (H.R. 10015), certain fine silk yarns (H.R. 2718), certain copying shoe lathes (H.R. 5833), and istle (H.R. 10107); the temporary suspension of duty on crude chicory roots would be made permanent (H.R. 8644); the payment of multiple customs duties by U.S. owners of racehorses purchased outside the United States would be prevented (H.R. 4239); the rate of duty on stethoscope parts would be reduced so that the applicable rate would be the same as for stethoscopes (H.R. 7311).

Several bills were introduced in the House to permit the negotiation of a commercial treaty with Czechoslovakia.

Nineteen Representatives sponsored or co-sponsored bills which would amend the Meat Inspection Act to require that imported meat and meat products made in whole or in part of imported meat be labeled "imported" at all stages of distribution until delivery to the ultimate consumer.

On Apr. 24, the House considered and agreed to House Resolution 347. The Resolution authorizes the General Subcommittee on Labor of the Committee on Education and Labor to conduct a full and complete investigation and study of the circumstances surrounding the production in foreign nations of goods which are subsequently sold in the United States in competition with domestically produced goods. Also authorized by the Resolution is a study of coal mine safety and health practices in Great Britain in order to determine the feasibility of adopting such practices in coal mines in the United States.

Bureau of Customs: Glycine and Beta-oxy-Naphthoic Acid—The Bureau of Customs has determined that neither aminoacetic acid (glycine) from West Germany nor beta-oxy-naphthoic acid from Japan are being, or are likely to be, sold at less than fair value within the meaning of the Antidumping Act, 1921, as amended.

Imports of glycine from West Germany during the period Jan. 1 through Sept. 30, 1968 amounted to about $31,000. From Apr. 1, 1967 through Jan. 31, 1969 beta-oxy-naphthoic acid imports from Japan were valued at approximately $40,000.

Treasury Department: Ski Lifts—The Treasury Department has effected certain reductions of countervailing duties levied on ski lifts and parts imported from Italy. The new rates, retroactive to Jan. 10, are based on more detailed information provided by the Italian Government regarding the subsidy which it pays on exports of these items. The original countervailing duty order went into force on Jan. 4 on subsidies estimated to range from $21.16 to $51.16 per short ton. Such subsidies are now estimated to range from approximately $12.47 to $50.58 per short ton.

Treasury Department: Camel Hair—Office of Foreign Assets Control, Treasury Department has published notice that certificates of origin issued by the Ministry of Foreign Trade of the Government of Czechoslovakia under procedures agreed upon between that Government and the Office of Foreign Assets Control are now available for imports of sorted camel hair from Czechoslovakia.

Tariff Commission: Tariff Summaries—The Tariff Commission has released two tariff summaries. One covers live plants and seeds; the other covers hides, skins, leather, feathers and miscellaneous articles of animal origin. These are the ninth and tenth of fourteen volumes to be published concerning animal and vegetable products covered by Schedule 1 of the Tariff Schedules of the United States.

Each volume contains product descriptions in terms of the tariff schedules, production, import, export, consumption and other economic data.

The volumes are available for use at the 42 Field Offices of the Department of Commerce and at certain public and university libraries in larger cities.

Tariff Commission: Public Hearing—The Tariff Commission held hearings beginning Apr. 29 to obtain the views of interested parties as part of its investigation to determine whether imports of sardines are causing or threatening serious injury to the domestic industry.

State "Buy American" Bills—The Massachusetts House of Representatives did not act on H.R. 3575, a bill which would have prohibited the use in public works projects of material imported from countries which discriminate against products of Massachusetts. The House on Apr. 9 voted to adopt the recommendation of the joint House-Senate Committee on State Administration that the bill be adversely reported for this legislative session.

Similar bills have been introduced in the Oregon and Connecticut legislatures. The Oregon bill was the subject of a public hearing on Apr. 9 which was held by the House Committee on State and Federal Affairs. The Connecticut bill has been referred to the House Committee on Labor.

Agriculture Department: Lime Imports—The U.S. Department of Agriculture has placed in effect revised grade and size requirements for imports of Persian-type limes. The new minimum grade requirement, which became effective on Apr. 14, is U.S. Combination, Mixed Color, (60% U.S. No. 1, 40% U.S. No. 2). The minimum size is 1⅞ inches diameter, except that limes with minimum diameter of 1¾ or 1⅝ inches may be imported if they are 45% or 50% juice by volume, respectively.

The new regulations make the requirements for imports conform to the regulations on domestic shipments of Florida limes under a Federal Government marketing order.

MISS. VALLEY CONFERENCE REPORT

New study aids port drive

Commerce Dept. 5-year trade forecast keyed to New Orleans modernization program

By CLARENCE M. ZENS
Managing Editor

NEW ORLEANS—A Commerce Department forecast of U.S. trade in the next five years, sent out of Washington in mid-April, found an aggressive spokesman here, and its build-exports-or-fade message reverberated at the 24th Mississippi Valley World Trade Conference.

The major conference address was an exercise in translating the forecast's assessments of nationwide requirements into regional terms. Specifically, it was an effort by Louisiana Rep. Edwin W. Edwards to relate a drive for the modernization of New Orleans' port to the entire U.S. problem of achieving a healthy international trade surplus in the years immediately ahead.

Representative Edwards, whose district is on the Gulf coast west of New Orleans, pledged his own support for the port drive and urged that the whole state get behind it. He declared that the benefits would extend to the entire state and to the whole Mississippi Valley trading community.

A visiting Japanese Trade Mission member who spoke to the conference had warned earlier of possible losses through failure to keep pace with new transport trends.

Koji Shindo, board chairman of Mitsui O.S.K. Lines, said that "vital decisions as to the shape and quality of a container service and facilities which would enable the lines serving Japan to meet the growing demands of the southern region, cannot be taken in the atmosphere of uncertainty" that he believes is prevailing at the present time along the Gulf and South Atlantic coast ports.

He also said "With the new trends developing in transportation and urgency for faster, more economic handling, everyone should realize the extreme importance of rationalizing ports of call within any one area. Also, this advance applies to more unitizing and rationalizing of packaging to take full advantage of the more sophisticated carriers."

Shindo put these comments in a balance-of-trade perspective by quoting figures to show that U.S. exports from Southern U.S. ports to Japan in 1968 were $685 million and imports were $430 million, "clearly a credit balance in your favor insofar as the Southern gateway trade is concerned."

Suggests purchase of report

Representative Edwards, in addition to pivoting his banquet address on the newly-released Bureau of International Commerce report, "U.S. Foreign Trade: A Five-Year Outlook," asked each member of his audience to "spend a dollar for this report and read it carefully.'

He told how its estimates had been gathered by Commerce Department commodity specialists and country desk officers and through a survey of 150 major U.S. manufacturers. (NOTE: See INTERNATIONAL COMMERCE, Apr. 14, page 2.)

He said the study found that U.S. export growth compares unfavorably with that of other industrial countries, that export growth is likely to slow in the coming years if export-expansion measures are not taken, and that import growth, while falling from the very high rate of 1968 (23.6%), is unlikely to recede to levels that would provide a large trade surplus.

Export and import projections in the report, he continued, indicate that the probable U.S. trade balance in 1973 will range from a $1.2 billion surplus to a $1.8 billion deficit. A diminishing trade surplus or a trade deficit, particularly in the context of an uncertain outlook for the balance of payments, is seen, he noted, as endangering the continuance of the liberal trade policy that has contributed materially to the economic growth of the United States and its principal trading partners.

U.S. export growth, he noted, is seen

CONFERENCE AWARD WINNER Homer J. Livingston, Sr., recently retired board chairman of the First National Bank of Chicago (center), is greeted by the banquet speaker Rep. Edwin W. Edwards (left), and James E. Fitzmorris, Jr., chairman of the conference's award committee.

as being primarily dependent upon capital goods which are projected as providing 40% of total U.S. export growth through 1973.

The Congressman emphasized that the report urges U.S. trade balance prospects be brightened by taking positive measures to increase exports rather than by pursuing a trade-contracting policy of restricting imports.

Gov. John Bell Williams of Mississippi, the conference's "honor State," made an appeal for increased State-Federal cooperation in the field of export expansion, and said that more impetus should come at this time from the States. He urged an increase in field services in the States by the Federal agencies.

He also mentioned the new Joint Export Association program of Commerce Department, and urged the States to support an enlargement of this effort, under which exporters or trading groups are assisted in overseas marketing activities.

Program explained

The Joint Export Assocation program was explained to the delegates by Oswald Schindler, President of the Cleveland Overseas Corp., a JEA participant. He told how his export firm, representing Ohio tiremakers, had set up new offices in Athens, Nairobi and Abidjan, with the help of a JEA grant that matched his company's expenditures. Cleveland Overseas, he said, was aiming to increase its tire sales in Africa and the Middle East from $500,000 to $2,500,000, and had already made significant progress toward that goal. Schindler urged the delegates to investgate their eligibility under the program, though he explained that funds for the JEA's pilot phase were now exhausted.

Bradford Dye, Jr., director of the Mississippi Agricultural and Industrial Board, said that "during our brief experience in the export field, we have found that Mississippi, operating a world trade program as a true partnership between government and business, can compete very favorably with other States and with other countries in world markets."

He told of the advantages of having relatively small businesses as the backbone of a State's industry: "Small business, by its nature, can provide the speed of decision-making, lack of red tape and flexibility of manufacture that enables it to tailor products and conditions of sale to fit specific needs which a larger firm cannot do or else does too slowly to beat competition."

This is particularly true, he noted, with respect to Latin American or other developing nation markets where orders can be had if the seller is flexible in operations and terms.

"Our State's businessmen, in common with many of their overseas counterparts, still maintain the personal touch in business relationships—a sensitivity to local people and their customs—which very few large corporations have been able to master or, frankly, can afford the time to maintain."

Other side of coin

Dye pointed then to the other side of the coin, the small businessman's need to go outside for market research, distribution, packaging, delivery, credit, pricing, and insurance answers.

"It was this information gap, and the fact that so much of our industry in Mississippi is relatively small," that led to the formation of the Mississippi Marketing Council, first organized by private industry, but later funded by the State Legislature.

The Marketing Council undertook these projects, he explained:

► Publication of an export-import trade directory, listing companies and products appropriate for export, with State transport information. It was set forth in six languages: English, German, Italian, French, Spanish and Portuguese. Copies were placed in every overseas U.S. Commercial Post and with private companies in 70 countries.

► Sponsorship of four Trade Missions, all meeting the Commerce Department's Industry-organized, Government-approved standards—to Western Europe, Central America, South America and Northern Europe. Results from these missions are now estimated at $10 million dollars. "More important, however," said Dye, "have been the permanent licensing and

Japan and the Valley

An upshot of the appearance of a nine-member Economic Mission of Japan to the Southern United States was the formation of a Japan-Louisiana Association whose steering committee includes 17 New Orleans port and shipping executives, industrialists and civic leaders.

The Japanese Mission chairman, Masao Anzai, told the trade conference that last year, a total of about $370 million, or 15% of all the exports moving through New Orleans went to Japan, while 14% of all New Orleans imports—$160 million—originated in Japan.

He said: "In 1968 the Mississippi Valley shipped through New Orleans to Japan 75% of its grain-sorghums exports, 33% of its soybean exports, 26% of its crude rubber exports, 20% of its cotton exports, 20% of its petroleum products exports, and 30% of its corn exports. Japan, in turn, provided 55% of the steel imports received at New Orleans, and 31% of the imports of transportation equipment. Shipments to Japan through this port normally run about three times the value of shipments received from Japan."

Another Mission member, Koji Shindo, touched on current Japan-U.S. trade problems, making observations that were reflected by his colleagues:

"The proposed trade curbs on imports into the United States are very disturbing. Since trade with the United States accounts for more than 30% of the entire export trade of Japan, the effects of such restrictions on Japan would be complex and far-reaching. As a private business advocate of the letter and spirit underwriting the Bretton Woods Plan and GATT, I view with apprehension signs of growing tension between the United States and Japan, and I sincerely hope that efforts to impose these curbs meet with little or no success.

"It is our feeling that foreign competition should be welcome in the United States, to challenge, amongst other things, the ingenuity, imagination and innovation in your manufacturing and production processes.

"On our part, I consider it logical that United States companies will want to increase greatly their direct participation in Japanese business and enter into joint ventures with Japanese companies in Japan and in other Far East nations.

"I can assure you of our utmost efforts in this direction and steady progress will be our aim. As for the remaining number of commodities on the list of import restrictions, we are also coming forward with sincere studies for an ultimate liberalization."

MISSISSIPPI WAS THE HONOR STATE at the conference, and giving the response was its governor, John Bell Williams, seen here with Ernest A. Schofield, president, Mississippi Valley World Trade Council.

representation agreements which will result in additional sales for many years to come."

► Participation in overseas agricultural and food product fairs in Tokyo, Cologne and London, offering poultry, seafood, rice, sauces, vegetables, beef products, cotton and soybeans—and now several Mississippi firms are exporting into these areas, he commented.

► Maintenance of an office and display area in the New Orleans International Trade Mart, near foreign consulates and offices of shipping lines and export agents.

► A program for servicing trade leads coming from the U.S. Commerce Department, shipping firms, overseas publications. "Some of these leads represent sizeable potential orders," Dye noted.

► Plans for a series of seminars on opportunities in export markets, to overcome the lack of knowledge of overseas trading in the State and some inertia due to unfavorable experiences by ill-equipped firms.

Dye paid tribute to many organizations, including the New Orleans Field Office of the U.S. Department of Commerce, for help in these activities.

Exporter's beginning

Hermit Jones, president of Jones & Yandell, Canton, Miss., a firm specializing in the manufacture of flotation equipment for water sports, told how his small company's overseas contacts began casually through sending items to an international water ski tournament in Italy, and now account for 12% of his production, and are growing steadily.

Jones said that his firm gives a priority to foreign orders, because of necessary longer delivery times, and uses promotional literature prepared in four languages. Jones said that he has found advertising in overseas publications to be especially valuable for his operations, and believes that customers overseas pay more attention to such advertising than their U.S. counterparts.

John B. Tullos of the First National Bank of Jackson, Miss., told how his inland institution made its first venture into international operations in preparing a letter-of-credit for a longtime customer who was dealing with a Belgian steel mill. This $350 million bank still considers its foreign operations to be in a preliminary stage, but finds them moderately profitable and growing in nature.

Little red tape

Tullos said that he finds it an interesting challenge to tell Mississippi companies how basically free from red tape international operations can be, "often easier than making domestic sales."

Banks already in an "upheaval" of computer operations and credit card activities, can accept one more upheaval—foreign activities—as a further challenge, he said.

Leon Bramlett, a Clarksdale agricultural producer who is a vice-president of the Mississippi Marketing Council, said that forecasts of slowing growth in major farm commodities in the near future are demonstrating to the farmers of his State the importance of turning their attention from production problems to those of market development. He noted that Mississippi is leading the nation's soybean producers in supporting a voluntary overseas marketing promotion program.

Governor Williams pointed to a new field for Mississippi's international traders: "Oceanography promises to become an economic bonanza to every State along the Gulf of Mexico. We must become involved in that field. The mineral and fisheries resources along the Gulf are richer than those in any other body of water elsewhere. Mississippi intends to exploit those resources."

The Governor summed up the importance of world trade to Mississippi in noting that 23,000 industrial jobs and 25% of the farm jobs in the State are dependent upon it.

Chicagoan honored

The 15th recipient of the Trade Conference's annual award was Homer J. Livingston, Sr., who retired in February as board chairman of the First National Bank of Chicago after serving that institution since 1922.

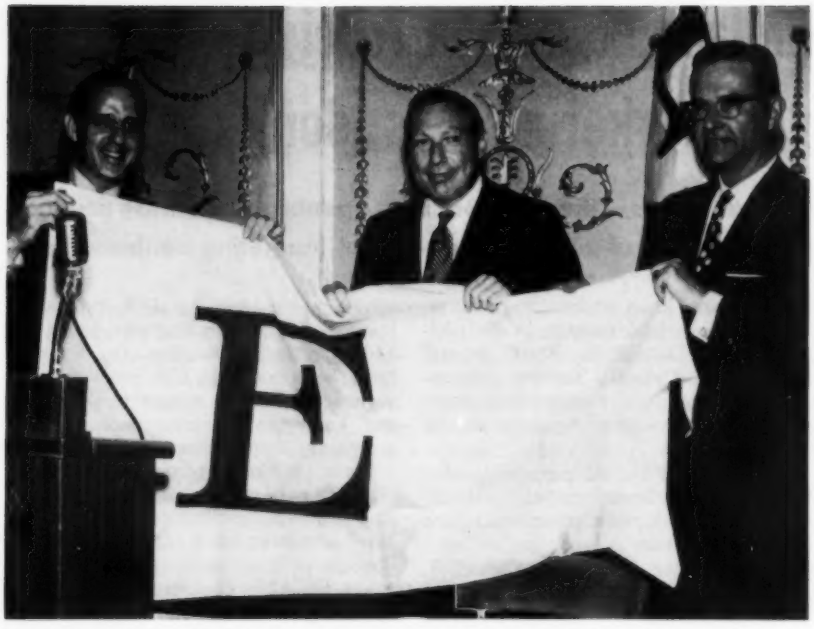
Under Livingston's leadership, it was declared at the presentation, the bank's foreign correspondents have increased from 340 to 629 at 3,400 locations around the world, balances held by First Chicago for foreign depositors have risen from $22 million in 1955 to more than $1 billion today, and the number of persons employed in the international department has increased five-fold.

The bank's sponsorship of foreign trade conferences and its publications in the foreign economic field, and Livingston's personal activities as a director of the Chicago Council on Foreign Relations and as a charter member of the British-American Chamber of Commerce of Chicago were also cited in connection with the award.

The first international trade exhibition to be held at the new Port of New Orleans Exhibition Center was visited by conference delegates. The center, called The Rivergate, is a part of an international complex at the foot of Canal Street in the city's business district. It adjoins the towering International Trade Mart.

Rivergate's main hall has 132,500 feet of column-free exhibit space on its ground floor, which can be arranged in more than 700 exhibit booths or filled with seats for more than 17,000 persons.

The world trade show at the Rivergate was sponsored by the Young Men's Business Club of Greater New Orleans and had special "avenues" devoted to items exported by firms from Mississippi and Louisiana.



'E' AWARD WAS PRESENTED by New York Senator Charles E. Goodell (l.) to ICEC president E. S. Finley (ctr.) and vice president William Sisson (r.) in special Washington, D.C. ceremony.

Increased exports of fertilizer raw materials earned 'E' award for New York City trading firm

International Commodity Export Corp. used market research, distributor network to promote U.S. fertilizer overseas

An exclusive distributor network, shipping expertise, liberal credit terms, and market analyses helped the International Commodities Export Corp. of New York City to increase overseas sales of U.S. fertilizer and fertilizer raw materials and to earn the Presidential "E" award.

The International Commodities Export Corp. (ICEC) exported a variety of chemicals prior to 1947, when the company determined that a burgeoning market existed overseas for agricultural chemicals and commercial fertilizer.

To set up an orderly marketing pattern, ICEC appointed exclusive agents in foreign markets on a profit system that makes them independent businessmen. Because they are natives of the countries in which they operate, they are fluent in the local languages. Company executives traveled abroad to interview potential agents. Some agents came to ICEC's attention through commercial recommendations, others through recommendations of local banks. When necessary, ICEC financed an agent to enable him to go into business. Today, ICEC has resident and exclusive representation in more than 40 foreign cities, and a total of some 250 people employed abroad.

In 1966 ICEC consolidated cargos of various materials from various ports in order to make shipments to South Vietnam under the Agency for International Development program. This consolidation enabled the firm to overcome competition from Tunisia and Morocco, which were in a more favorable price position.

ICEC has found that in the international fertilizer business, efficient shipping is a major ingredient in the successful conclusion of the sale of U.S. materials. ICEC owns a 10,000 ton liberty ship under the U.S. flag. It also has other ships available day or night under time and trip charter to carry sulphur, potash, phosphates, and other chemicals.

To eliminate the problem of chemical erosion of inner bag liners during long periods in transit, ICEC developed, in collaboration with two bag companies, a polypropylene outer bag with poly liner hermetically sealed.

South American network

ICEC established a network of agents in South America and made the first shipments of fertilizer and fertilizer raw materials on a consistent basis to that continent. In South America ICEC was able to get business away from the European producers of fertilizer and fertilizer raw materials because it was the first U.S. firm to offer 90-day credit terms on the purchase of agricultural chemicals by foreign countries. At that time there was no U.S. government insurance available to minimize the high risks.

ICEC makes use of Department of Commerce services and facilities to help it locate agents, distributors and buyers, and uses the monthly and annual export statistics for guidance.

ICEC gets daily reports of market conditions throughout the world and condenses them into its own market reports, which are published at least once a week and distributed to all producers for whom ICEC markets fertilizer and to potential clients.

AMA seminar to outline doing business with Japan

An up-to-date briefing session on Doing Business In and With Japan is planned by the American Management Assn. May 19-21 at its New York headquarters.

During the three-day meeting, authoritative speakers will explore present restrictions on importing of foreign products and capital and what changes are likely. They will discuss Japanese corporate taxes, government controls on joint ventures, the government's policy of monetary restraint and the tightening labor market. A special feature of this briefing will be a panel discussion of the outlook of liberalization of imports, presenting both the U.S. and Japanese points of view.

For further information write the American Management Association, 135 West 50th St., New York, N.Y. 10020 or call Area Code 212-586-8100.

MAJOR SPEAKERS were Charles S. Ganoe (top), Donald B. Reed (directly above), Joel D. Honigberg (below), and Anthony Swartz (bottom).

Philadelphia-area foreign traders get marketing do's, don'ts

Capital goods, consumer products, general industrial products were subjects of annual international marketing conference

Participants in an international marketing conference held recently in Philadelphia heard Donald B. Reed, general manager of DeLaval Turbine International, Trenton, share with them some suggestions for selling expensive capital goods overseas:

► Start early on all projects, getting the essential information before it becomes common knowledge, at which time it may be too late;

► Follow the financing. When U.S. financing is involved, the U.S. exporter has a better chance;

► Concentrate on U.S. connections. Check purchasing, engineering, sales, and all other levels;

► Touch all bases. All people having any influence, however small, in the final buying decision should be contacted;

► Use affiliates and licensees in order to provide flexibility and competitive prices;

► Jump at the good projects—those with some chance of success—and let the poor ones go by;

► Doorstep the hot one. If there is a real possibility for the order, persist in local efforts where the decision will be made;

► Be patient—perhaps the most difficult quality for U.S. businessmen;

► Motivate the local representative. Be sure he is involved with everything going on in his territory.

► Sell the U.S. advantages, which can include prestige, delivery, experience, efficiency and avoidance of government red tape and interference.

More than 80 men and women in international business attended the Second Annual International Marketing Conference sponsored by the Foreign Traders Association of Philadelphia. Conference chairman was Charles S. Ganoe, senior vice president of Fidelity Bank, Philadelphia.

Anthony Swartz, director of international sales for Keebler Co. of Philadelphia, described the problems associated with exporting packaged foods. These include local competition, tariff and nontariff barriers, and limited per capita income and smaller market size, which contribute to making the U.S. product a luxury item, thus limiting sales to middle and upper income families. On the other hand, he pointed out, U.S. products enjoy such advantages as marketing experience and know-how, superior packaging, research and development, and prestige.

Some of Swartz' recommendations for planning market penetration of consumer products were: conduct feasibility studies; take advantage of trade shows; reduce the size of the standard lot or package; adapt the U.S. product to local conditions, incorporating bilingual or multilingual marking; use credit as a sales tool.

Selecting a representative

In selecting a representative, Swartz recommended the medium size organization with effective junior executives, good warehousing facilities, good sales organization, good distributor network, and a proven credit record.

Joel D. Honigberg, president of J. D. Marshall, a Chicago-based firm of export directors specializing in the worldwide sale of industrial products, listed the distinct advantages that combination export managers can offer U.S. manufacturers. These are: sales and management talent with a proven record of accomplishment in penetrating overseas markets; quick contact with a network of foreign buyers; export sales without direct investment; multilingual office staff; credit information; prompt payment of factory invoices; and the extension of suitable credit to importers.

Honigberg then described the problems and responsibilities of management in export operations. He pointed out the need to establish policies and carefully select suitable personnel with the correct motivation, personal strength, cultural values and creativity.

He recommended an external sales organization, using only salaried company employees and organized along regional lines. The internal sales organization should provide broad product expertise with the capability of servicing the external sales force in all world marketing areas.

U.S. investment in developing nations rose substantially in '68

Foreign borrowing, reinvested earnings supplied most of gain, but control unit head calls first year's experience unsatisfactory

U.S. business investment in less developed countries increased substantially in 1968 after remaining practically stagnant for several years. The Commerce Department's Office of Foreign Direct Investments also expects another sizable increase for 1969, based on company reports filed with OFDI.

While the company reports for 1968 are not final, they do make reasonably accurate estimates possible.

Total business investment in the less-developed countries (Schedule A) amounted to more than $1.5 billion, compared to $1.1 billion in 1967. The figure may grow to as high as $2 billion in 1969.

While net transfers of capital from the United States to less developed countries declined from $670 million in 1967 to an estimated $330 million, reinvested earnings rose from $394 million to almost $570 million, and foreign borrowing used for investment in these countries mushroomed from $34 million to almost $630 million. The tentative estimate of around $2 billion total investment in 1969 includes $800 million in net transfers of capital, $600 million in reinvested earnings, and $600 million in foreign borrowings.

Could invest 110%

Under OFDI regulations in 1968, companies could invest in less developed countries an amount equal to 110% of their average annual investment in those nations in 1965-66. The restrictions are much more stringent in regard to investment in an intermediate group of countries, known as Schedule B, and they are tighter still in continental Europe, designated as Schedule C. This formula yielded a Schedule A investment potential of $1.4 billion compared to $1.2 billion in Schedules B and C combined. This amount was increased by $200 million in specific authorizations, and in addition, every company could transfer any or all of its investment quota from Schedules B and C to A.

Acting OFDI Director Don D. Cadle said, "While the upsurge in business investment in the less developed countries is gratifying, we are not pleased with the way the geographical schedules worked out in actual practice: The system theoretically permitted a large amount of aggregate investment in Schedule A, but the investment quotas were poorly distributed; many companies had unused quotas in those areas while many others had to borrow abroad or seek specific authorizations in order to fill their investment needs.

"Since the Schedule A provision did not fulfill the function for which it was designed, and since it adds greatly to the complexity of the program, we are seeking a simpler alternative.

"Our discussions with thousands of companies and the data that have been supplied by them clearly indicate that the program had little impact on total investment in Schedule A or other areas. The major effect of the program was to greatly increase the use of foreign borrowings.

"Few, if any, companies changed their plans because of the inconvenience, or, in many cases, the cost differential of borrowing funds abroad.

"The recently announced relaxation in the program—the optional method of computing investment allowables at 30% of earnings and the raising of the minimum allowable investment from $200,000 to $1 million—will make foreign investment easier for many companies. Nevertheless, we believe that market factors, host country investment climate, and the financial markets rather than regulations will continue to be the prime determinants of investment in Schedule A and other areas in 1969."

AMA offers advanced course for international managers

The American Management Association has scheduled a five-day course for experienced international managers at its New York headquarters June 2-6.

Topics to be covered include: foreign exchange problems, operating under foreign direct investment controls, sources of finance, government assistance, exporting, labor and management, taxation, marketing, and future trends. Guest speakers are leading executives in international business.

For further information, **write:** American Management Assn., Inc., 135 West 50th St., New York, N.Y. 10020.

March trade balance shows surplus

The merchandise trade balance in March was in surplus by $215.3 million, seasonally adjusted, according to the latest Bureau of the Census data.

The March surplus was in line with expectations, says William H. Chartener, Assistant Secretary of Commerce for Economic Affairs, and was in sharp contrast to the February deficit of $358.6 million.

March trade developments continued to be influenced by the after-effects of the East and Gulf Coast ports longshoremen's strike—some of the Gulf ports were still shut down through the month, Chartener points out.

Merchandise exports—less military grant-aid shipments—were $3,196 million, seasonally adjusted, nearly 40% above the February level and only $29 million under last September's record monthly figure. The strong rise in March was expected as loading activity picked up following the initial spurt in unloading of imports the preceding month.

General imports, at $2,980.7 million, were 12% above February. "Although the March import figure appears close to a normal level, additional deferred imports will likely raise second quarter figures," Chartener declared. "Export shipments will also continue to run above normal levels for some months, as an excessive accumulation of export goods remains at the ports waiting to be shipped."

For the first quarter as a whole, the merchandise trade balance was in deficit $68.1 million. It was the first time since the third quarter of 1950 that the quarterly trade balance has been in deficit.

United States overseas

Where and when should a U.S. firm venture into exporting for the first time or attempt to expand its sales in overseas markets? An apt answer may lie in the columns below that list details of U.S. overseas export promotions.

Present and potential U.S. exporters this week are being offered sales opportunities in nine U.S. Exhibitions at commercial trade fairs around the world, and 16 shows at the seven U.S. Trade Centers between next June 2 and June 17, 1970. These are planned after basic market research has shown a strong demand for a particular category of products. Other opportunities of interest are trade missions, America Weeks promotions, the Sample Display Service, and Mobile Trade Fairs.

The last three are more fully described in a special notice accompanying this list.

Of the total of 25 events for which the Bureau of International Commerce is now seeking exhibitors, six are scheduled for Japan, five for Germany, four for the United Kingdom, three each for Sweden and Thailand, and one each for France, Holland, Israel and Italy.

Trade Center shows in London, Bangkok, Frankfurt, Tokyo, Milan, Stockholm and Paris are limited to one product line. The Paris Trade Center opens Nov. 17.

For further information on the Trade Center shows described in this listing, or for more facts on U.S. exhibitions at overseas trade fairs, **write:** Commercial Exhibits Program, BIC-932, U.S. Dept. of Commerce, Washington, D.C. 20230.

Trade missions are groups of U.S. businessmen organized to travel abroad to promote the export of U.S. goods and services manufactured by their particular industry. Some are organized and financed by the U.S. Government, while others are originated and paid for by various U.S. industries, with Government approval and assistance.

U.S. manufacturers, wishing further details on submitting business proposals for participation in future trade missions should **write:** Trade Missions Division, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230.

The following calendar of upcoming American trade promotion activities is based on the latest data that is available. It appears regularly in the first issue of INTERNATIONAL COMMERCE each month.

ALUMINUM PRODUCTS AND FABRICATING EQUIPMENT. Thailand. Included in this exhibition will be aluminum products with end uses in the following markets: building and construction; transportation; consumer durable goods; electrical industry; machinery and equipment; and containers and packaging. Fabricating, processing and assembling equipment and tools will also be shown. The exhibition will be preceded by an intensive promotion campaign in Thailand and selected countries in Southeast Asia aimed at attracting to the Bangkok Trade Center a select trade audience comprised of: fabricators of aluminum, managers of metal working plants, builders, architects, government officials, engineers, leading importers and distributors, and other special target groups that participants express interest in reaching. During the exhibition, the Trade Center will stage a three-day seminar for Southeast Asian businessmen on the various applications of aluminum. For additional information, call Area Code 202, 967-5297. **Bangkok Trade Center. June 2-6.**

AUTOMOTIVE PRODUCTION EQUIPMENT. Japan. The phenomenal expansion of automotive production in the last few years has made Japan the world's second largest producer. There was a production increase of almost 40% during Japan's fiscal year 1967 and the Japanese Government has predicted nearly a 300% growth in passenger car production in 1971 over 1966. This will result in 2.4 million passenger cars in a total output of almost 5 million vehicles. Thus it is no surprise that all 10 major auto manufacturers and the more than 1,000 parts manufacturers are surging ahead with expansion plans to meet the booming domestic and climbing export demands. Equipment investment in the automotive industry rose by 74% in Japan FY 1967. Another substantial increase was forecast for fiscal 1968. A Japanese Government program aiming at the modernization of automotive parts manufacturing provides low interest long-term loans for the purchase of 110 different types of machinery. Product categories with outstanding sales potential in Japan are: metal cutting and metal forming machine tools; painting and plating; test and inspection; specialized assembly, and continuous heating equipment and packaging machinery. Call Area Code 202, 967-4511 for additional information and a space reservation. **U.S. Solo Exhibition, Tokyo. June 10-14.**

MARINE EQUIPMENT. United Kingdom. The British shipbuilding order book for 1968 is expected to exceed 1967 orders by 106%. The devaluation of the pound plus reorganization of the shipbuilding industry has given British shipbuilders a competitive edge over the European shipyards and placed them on parity with the Japanese shipyards. The United Kingdom ranks fourth among the shipbuilding nations of the world, and only slightly behind West Germany on the basis of total order book. Extensive interviews with British shipbuilders and fleet owners indicate a tremendous interest in United States marine equipment. This interest covers a large list of products in the categories of engineering equipment, navigational equipment, deck and cargo gear, and special equipment for the fishing industry. A limited number of products were designated in the product categories of hull and safety equipment as well as a number of miscellaneous categories. For complete details on how you may participate telephone Area Code 202, 967-3849. **London Trade Center. June 11-18.**

DATA PROCESSING. Thailand. There is a growing need for data processing equipment and know-how to help Asian nations meet the demands of rapid economic growth and industrial expansion. At the Bangkok data processing seminar exhibition experts from American firms will meet with key government and business leaders from throughout Asia to discuss the computer field and its many applications in de-

promotions scheduled

veloping countries. The seminar will place emphasis on workshop sessions and small work groups to encourage an exchange between Americans and Asians while the exhibition will display products and equipment of U.S. manufacturers and will include films, graphics and mock-up models. For further participation information, call Area Code 202, 967-5148. **Bangkok Trade Center. June 23-27.**

CONSUMER PRODUCTS. Hong Kong and Australia. "Youthquake USA" to be the theme of the America Weeks promotion scheduled for the H. W. Turning & Co., Ltd., 21-unit department store chain in Hong Kong, July 4-14. Another sale, the largest single America Weeks promotion to date, is planned for August, September and October, throughout the Myer's/Farmer's chain of stores located in Brisbane, Adelaide, Melbourne, and Sydney, Australia. Myer Emporium, Ltd., stores form one of the most important department store chains in Australia, with 41 units. Commerce is supplying customer attractions for both promotions. A wide classification of department store merchandise will be featured. Write America Weeks, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230, or telephone Area Code 202, 967-2051, for more details. **Promotions scheduled for July through October.**

FOOD PROCESSING AND SERVING EQUIPMENT. Japan. Japan's dramatic industrial expansion is taking place in a tight labor market resulting in increasing wages and a higher standard of living for the average Japanese citizen. The fiscal year 1968 (ended March 31, 1969) per capita income is conservatively estimated at $1,040, a 9% increase over FY 1967. Moreover, there is a continuing trend towards more eating away from the home and the consumption of western type foods. Imports of food processing and packaging equipment in 1967 were $6 million and $7.4 million respectively, representing significant increases over 1966. A large part of eleven acres at EXPO '70 in Osaka will be devoted to restaurants and coffee shops. The Japanese market now offers excellent sales opportunities for food processing, packaging and serving equipment. In addition, this exhibition offers a rare opportunity to benefit from Japanese end-users purchases for EXPO '70. Take advantage of this rare opportunity to participate in a dynamic market by calling Area Code 202, 967-5286. **U.S. Solo Exhibition, Osaka. July 21-25.**

GRAPHIC ARTS EQUIPMENT. Japan. Japan's dynamic graphic arts industry has experienced an estimated annual growth rate of 20% and the industry is expected to continue expanding. To accommodate this growth, imports of printing machinery and related products have amounted to around $15 million a year during the past few years. As one indicator, Japan ranks second in the world in magazine circulation with a total annual production of 1.4 billion copies in 1966. In addition, 121 newspapers have a daily circulation of 32 million. Increasing demand for the services of this industry combined with an acute shortage of skilled labor has created a growing market for modern high-speed American made equipment. Products that have a particularly good potential for sales in Japan include electronic offset and letterpress platemaking equipment, high-speed multi-color sheet fed offset press and lithographic rotary press, high-speed automatic precision bookmaking equipment, densitometer and other testing equipment, high-speed multi-color rotary letterpress, automatic photo developing and finishing equipment, electronic photocopy equipment, collating machines, and drawing instruments for analog computers. Take advantage of this opportunity to exhibit in a dynamic market by calling Area Code 202, 967-4705 to reserve exhibit space. **Tokyo Trade Center. July 21-26.**

PAPER CONVERTING, PRINTING EQUIPMENT. Thailand. Thailand today offers immediate and long range sales opportunities and profits for U.S. manufacturers of paper converting, printing and allied equipment. The rapidly increasing tempo of business, the brisk advance of industrial development, coupled with the ready acceptance of advanced methods of packaging, merchandising and business management have led to an accelerated use of paper in all its forms. While the demand for paper products continues to expand, local Thailand producers are presently able to supply less than a quarter of the paper stocks needs. Over the next year, however, completion of several large new paper factories will change the supply substantially, especially for kraft, newsprint and some simpler types of paper stock. This local source of less expensive paper is expected to further stimulate Thailand's domestic converting and graphics industry, creating more promising markets for U.S. manufacturers. For additional information call Area Code 202, 967-4858. **Bangkok Trade Center. Sept. 16-19.**

CHEMICAL PROCESSING EQUIPMENT. Japan. The dynamic expansion of chemical production in the last few years has made Japan the world's second largest producer. The chemical industry increased production by 17% in fiscal year 1967 with a 10% increase estimated for FY 1968. Japanese petrochemical production alone increased 28% in FY 1967 to 25% of aggregate chemical output. Equipment investment in the chemical industry rose by an estimated 55% in FY 1968 to $1.4 billion. The petrochemical industry, which has a 50% share of chemical investments, estimated increasing investment in FY 1968 at 78.2% over the preceding year. A recent market study indicates strong Japanese interest in certain types of U.S. chemical processing equipment. U.S. manufacturers can capture a growing share of this market as the Japanese desire the most modern equipment and will pay for it. Some of the products with outstanding sales potential in Japan are: corrosion resistant materials; disposal, recovery and cleaning systems; temperature and pressure equipment; separating, size reduction and classification equipment; instruments for plant control, automation equipment and vacuum equipment. For more information on this market and for full details on how you may participate, telephone Area Code 202, 967-4511. **U.S. Commercial Exhibition, Chemical Plant Engineering and Measuring Equipment Show, Tokyo. Sept. 16-21.**

REPRESENTING 42 NATIONS, more than 5,000 visitors attended Oceanology International '69 in Brighton, England, last February. Trade visitors to U.S. exhibitions offer American firms international sales contacts.

COMPONENTS FOR MACHINERY & VEHICLES. Scandinavia. This exhibition will be directed primarily to Scandinavian original equipment manufacturers of machinery and vehicles. There are several hundred such firms in Sweden alone who manufacture over $1 billion of the following types of machinery and vehicles annually (value of equipment produced in 1966 in parentheses): Materials handling equipment ($117 million); excavating, mining, crushing, and sorting machinery ($100 million); tractors and farm machinery ($98 million); machine tools and woodworking machinery ($60 million); automobiles, trucks and military vehicles ($454 million); other specialized industrial machinery ($197 million). Swedish equipment manufacturers alone use $600 million of components annually for machinery and vehicles, and half of these components are imported. According to a market survey just completed overseas, the Swedish markets for hydraulic and pneumatic equipment and hydrostatic transmissions are expanding very rapidly, and U.S. companies should get a large share of these markets. Other areas in which U.S. companies should achieve good sales are: specialized electric motors, diesel engines, clutches and couplings, special engines and fuel cells, numerical controls, coolant pumps and filters, specialized controls and switches, etc. For more information on these markets and for full details on how you may exhibit, telephone Area Code 202, 967-5751. **Stockholm Trade Center. Sept. 17-23.**

WELDING AND CUTTING EQUIPMENT. Germany. The Department of Commerce will sponsor a U.S. Exhibition at the Seventh Welding and Cutting Trade Fair at Essen in September. This fair is held every four years and is acknowledged to be the largest and most important fair in its field. For further information call Area Code 202, 967-4601. **U.S. Commercial Exhibition, Seventh Welding and Cutting Trade Fair, Essen. Sept. 20-28.**

THERMAL INSTRUMENTS. United Kingdom. In the United Kingdom the market for all thermal instruments totaled $75 million in 1968. That group of thermal instruments to be included in this exhibition had a 1968 market of $50 million. The thermal instrument market, under conditions existing at the beginning of the year, is projected to increase by 10% in 1969. Imports from the United States into the United Kingdom are expected to increase in 1969 over 1968 by approximately 5%. The increase will be greater for those products incorporating advanced technology as the United Kingdom continues to rationalize and expand industrial production. The objective of the thermal instruments exhibition is to give an opportunity to the major users in the United Kingdom to review all their thermal instrument requirements against the best the United States manufacturers have to offer. For complete details telephone Area Code 202, 967-3848. **London Trade Center. Sept. 22-26.**

COMPUTER COMMUNICATIONS AND DISPLAY EQUIPMENT. Germany. Germany is the largest computer market outside the United States. There were approximately 3,800 computers installed as of January 1, 1968, and this figure is projected to grow by about 1,000 installations per year until 1972. Exports from the U.S. have also grown on an average of 50% during the past 3 years reaching $81 million in 1968. Over 80% of the computers installed and on order in Germany are of U.S. design making most U.S. peripheral and software compatible. Plan now to explore this giant market further. For detailed market information, call Area Code 202, 967-4162. **Frankfurt Trade Center. Sept. 22-26.**

AUTOMOTIVE DIAGNOSTIC AND SERVICE EQUIPMENT. Japan. Phenomenal growth in automobile ownership, combined with a compulsory comprehensive inspection system, has created a growth market for diagnostic and service equipment. Thirteen million four-wheel vehicles were registered in Japan in 1968, a 30% increase over 1967. By 1973, registrations are expected to reach 22 million. Over 40,000 automotive service facilities are now in existence, and severe shortage of skilled mechanics has created a growing demand for advanced service and maintenance equipment. Government regulations require detailed semi-annual inspections of privately-owned automobiles and monthly inspection of commercial vehicles. All vehicles must undergo comprehensive annual inspection. There is, therefore, a considerable market for diagnostic equipment. Currently 2,000 private repair shops are authorized to undertake this inspection, and by 1974 the number is expected to increase to 9,600. In 1967, 38 U.S. firms successfully exhibited in a similar show in the Tokyo Trade Center. Take advantage of this opportunity to sell in a rapidly expanding market by calling Area Code 202, 967-4511. **Tokyo Trade Center. Sept. 29-Oct. 4.**

PRODUCTION EQUIPMENT FOR THE ELECTRONICS INDUSTRY. Japan. The market for electronics production equipment is one of the most intriguing in Japan today. Japan has carved out a position in world markets as the second largest producer of electronic products. This breathtaking growth has fostered a dramatic increase in demand for electronics production equipment, a significant portion of which must be imported. For example, imports account for from 60-70% of the integrated circuit production equipment used in Japan. Purchases of electronics production equipment during 1968 have been estimated at over $30.5 million. The largest single category was IC production equipment ($14 million) followed by production equipment for semi-conductors ($8.3 million), automatic printed circuit boards ($5.3 million), and semi-conductor material ($2.7 million). U.S. products are in demand. The U.S. Exhibition will include production equipment for manufacture

America Weeks

America Weeks are overseas retail sales promotions of U.S. consumer goods.

Overseas retailers planning one of these promotions make their merchandise selections through overseas offices or agents of American manufacturers or through an appropriate U.S.-based buying office.

Announcement of each separate America Weeks promotion, along with the name of the related buying office, is made by INTERNATIONAL COMMERCE. Consumer goods suppliers interested in selling to overseas stores holding America Weeks promotions should contact the overseas stores directly if agents are utilized, or otherwise work through the stores' U.S.-based buying office.

Any U.S. organizations interested in supplying promotional material for this program are asked to give a brief description of the exhibition or demonstration, and to indicate the languages in which it is available.

Write: America Weeks, BIC-926, Department of Commerce, Washington, D.C. 20230.

Sample Displays

A Sample Display Center is just what its name implies—a place to show samples of U.S. products.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors.

Centers are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

For information on the Centers in Bangkok, Beirut, and Nairobi, **write:** Sample Displays, BIC-918, Department of Commerce, Washington, D.C. 20230.

For the Sample Displays at Addis Ababa and Hong Kong, **write** to the Commercial Attache at the American Embassy in Addis Ababa and the Consulate General in Hong Kong.

Mobile Trade Fairs

Mobile trade fairs are private business ventures designed to show and sell products of U.S. business and agriculture through traveling exhibitions carried in ships, airplanes, trains and exhibit vans.

Objectives of a mobile trade fair are to help U.S. firms enter the exporting field; to open new markets for American goods; and to assist U.S. business concerns in finding overseas agents.

The Bureau of International Commerce provides technical support and certain kinds of financial assistance to qualified mobile trade fair operators.

Write: Mobile Trade Fairs, BIC-926, Department of Commerce, Washington, D.C. 20230.

of integrated circuits, printed circuit boards, semi-conductor materials and components, and large scale wire interconnecting equipment. This Exhibition is part of the annual Japan Electronics Show sponsored by the Electronics Industries Association of Japan. Take advantage of this opportunity by calling Area Code 202, 967-4705. **U.S. Commercial Exhibition, Japan Electronics Show, Osaka. Oct. 1-7.**

HOTEL, RESTAURANT, MEDICAL, AND CHEMICAL EQUIPMENT AND MACHINE TOOLS. Israel. Israel has entered a new phase of economic development and is moving aggressively toward modernization and automation of industry, promotion of exports and tourism, and improving the medical facilities available to her people. Hotel, restaurant, and catering equipment; medical and hospital equipment; chemical processing equipment; and selected machine tools are needed to fulfill her long-term development plans. A recent market survey conducted by the U.S. Department of Commerce showed that sales opportunities have never been better for these products. To insure your share of this booming market, call Area Code 202, 967-4508 to obtain full details on how you may participate in this important exhibition. **U.S. Solo Exhibition, Tel Aviv. Oct. 5-10.**

INDUSTRIAL PROCESS CONTROLS. Germany and the Netherlands. $350 million! That's the forecast of the size of the 1969 market for industrial process controls and computers in Germany and the Netherlands, and the outlook is for an absolute minimum growth of 10% annually for the next five years. An acute shortage of skilled labor and international competition have combined to create a receptive market in both Germany and Holland for U.S. products in the process control fields. To assist U.S. firms to exploit this sales opportunity, the Commercial Exhibitions Program will sponsor a unique floating exhibition, incorporating the K.D. Lines' ships, the M.S. Loreley, and M.S. Europa. Exhibition stops will be made in Germany at Cologne, Karlsruhe, Wiesbaden (Frankfurt area), and Duisburg (head of Ruhr Valley area), and in the Netherlands at Rotterdam. For complete details on this unique Rhine Solo Exhibition, phone Area Code 202, 967-3088. **U.S. Solo Exhibition, Rhine River, Germany and the Netherlands. Oct. 13-25.**

ENVIRONMENTAL POLLUTION CONTROL. Scandinavia. In March, 1969, Sweden kicked off an extensive Government, TV and radio-sponsored campaign for new and improved control measures in the areas of air and water pollution. While there are no specific statistics available regarding production and foreign trade in this area, an on-the-spot survey reveals a very active and growing market in Scandinavia for pollution control equipment, as well as monitoring and calibration instrumentation. In 1969, Sweden alone will spend over $100 million on such equipment and instrumentation. Potential best sellers for American manufacturers range from sludge reduction equipment to sophisticated calibration equipment for measuring presence of metal, fluorine and acid in industrial effluent. American manufacturers of solid waste disposal equipment and noise abatement devices are also invited to participate in this important event. This is a too-good-to-miss opportunity for U.S. firms to show and sell their products in the Nordic market area. For further information on the demand for pollution control equipment and instrumentation in Scandinavia, and for full details on how you may exhibit, call Area Code 202, 967-3741. **Stockholm Trade Center. Oct. 15-21.**

FORMER U.S. AMBASSADOR TO INDIA Chester Bowles (in white) toured the Indo-American Chamber of Commerce pavilion at Bombay's Fifth National Agricultural Fair during his farewell trip through Western India. The 55,000 square foot pavilion is the largest of its kind in India. U.S. Consul General Daniel Braddock (background, in white shirt) and Economic Officer Eugene Bird (right foreground) accompanied the ambassador.

CONNECTORS, RELAYS, MICROSWITCHES, POTENTIOMETERS. Germany. German consumption of electrical components is growing at one of the fastest rates for any segment of the economy. The total market, aside from the demand of the German Bundespost for connectors, relays, microswitches, potentiometers, is estimated at $90 million a year. It is expected to grow at a rate of 20% a year. The American share of this market is about 30% with about $15 million representing direct imports from the USA, the balance being manufactured in Germany and other European countries. A substantial portion of these imports is intended for military applications. For further information of this market and how you may exhibit, call Area Code, 202, 967-4162. **Frankfurt Trade Center. Oct. 20-24.**

ADVANCED TRAINING AIDS. Italy. Italy's brisk economic growth at a rate higher than any other European country has pushed its gross national product beyond the $70 billion mark in 1968. This unprecedented level of national wealth is twice that of only a decade ago. Government officials and businessmen all agree that Italy must strive toward the highest educational standards in order to support its highly industrialized society. It is in this setting that a recent market study concludes that Italy is an excellent and growing market for advanced educational aids and audio-visual equipment for industry, schools, and government. To ensure your share of this growing market write now to obtain full information on how you may participate in this important exhibition, or call Area Code 202, 967-3944. **Milan Trade Center. Oct. 21-25.**

DYNAMICS TEST EQUIPMENT. United Kingdom. In 1968, the U.S. share of total United Kingdom imports reached 12.9%, a .4% improvement over 1967. U.S. dollar volume was up approximately 10%, with a 5% improvement expected in 1969. Thus the U.S. continues to improve its position in this market in the face of import and economic restraint regulations. To assist U.S. industry to further penetrate the U.K. market, a dynamics test equipment exhibition will be held featuring test equipment in the disciplines of vibration, acoustics, shock, fatigue, force, strain, and pressure. The exhibition promotion campaign will cover all industries offering a significant market for dynamics test equipment. Special emphasis will be placed on promotion to the major industry areas of automotive, aeronautical, electronic, civil engineering, architectural and packaging operations. For complete details as to how you may participate in this exhibition, telephone Area Code 202, 967-4461. **London Trade Center. Nov. 10-14.**

SHIPBUILDING, MARINE AND PORT EQUIPMENT. Netherlands. Shipbuilders, shipowners, stevedoring companies and port officials from throughout the world will attend this show, which is the largest international maritime exhibition. The shipbuilding and marine industries are regaining vitality and are again becoming important in the economies of the Western European maritime countries. As of Oct. 1, 1968 these countries had 51.1% of the total world's new ship tonnage either under construction or on order. In recent years European shipyards have invested heavily in building mammoth size docks to accommodate construction of vessels weighing 250,000 d.w.t. New yards are under construction and more are scheduled for completion within the next two years to facilitate building of the super size vessels. Both builders and owners are looking for advanced equipment and machinery which will help them maintain or improve their competitive position. European ports have also had to invest heavily in new facilities to meet the ever increasing demand for faster and more efficient service in unloading and loading cargoes. For example Rotterdam, the largest port in the world, will invest over $300 million within the next five years in adding and improving port facilities. Recent market surveys indicate that U.S. manufacturers of sophisticated maritime products will find an exciting profitable market for equipment

incorporating the latest technological developments. Firms interested in reserving space for this exhibition should act immediately due to the limited space available and the high degree of interest in this show prevailing in industry. For further details call Area Code 202, 967-4256. **U.S. Commercial Exhibition, EUROPORT '69, 8th Annual International Maritime Exhibition, Amsterdam. Nov. 11-15.**

LASER EQUIPMENT. France. Growing European interest in laser technology and its practical applications is creating a rapidly expanding market for laser equipment. Presently the market for laser hardware and systems in Europe is estimated at about $3.5 million. Demand is expected to soar, and by 1972 it is forecast that sales will reach $8 million annually. Until recently, interest in laser technology was centered mainly in scientific and academic circles, but now industry is becoming aware of the use of lasers for commercial and industrial purposes. Among European countries, France has been a leader in experimentation and developments in the field. However, the U.S. maintains a dominant position, and prospects for expanding sales of laser equipment in Europe are very good. To assist U.S. companies in entering and exploring the market, an exhibition will be held so that U.S. suppliers can display and sell their products to a select audience of potential European buyers. This exhibition will be the opening show at the new U.S. Trade Center in Paris. Firms interested in this event should telephone Area Code 202, 967-3822. **Paris Trade Center. Nov. 17-21.**

INTERMED '70. Scandinavia. Sharply increasing demand for advanced medical equipment is expected to accrue to the advantage of U.S. manufacturers who now account for 11 to 14% of the Scandinavian market for medical, surgical and hospital equipment. In fact, U.S. exports of these products already have increased by 30% in 1968. Swedish imports of medical-surgical equipment and pharmaceuticals are expected to exceed $75 million in 1969 (Sweden—$31.6 million; Denmark—$17.8 million; Norway—$16.5 million; Finland—$9.4 million) with American manufacturers' share increasing substantially. Sweden is currently centralizing all health and social services. These services are characterized by a high degree of organization and are keyed to meet the needs of the advanced social benefits program available to the entire population. Emphasis is on equipment which will provide "automated" treatment and reduced personnel requirements for patients with serious illnesses, such as heart, cancer and other long-term chronic afflictions. This show is an effective and inexpensive way to achieve broad market exposure and sales in Scandinavia. Tentative plans call for famed heart specialist Dr. Michael E. DeBakey to be present at the Trade Center Show. Dr. DeBakey will also address the concurrent Swedish National Medical Congress. For further information, and to make booth reservations, call Area Code 202, 967-3714. **Stockholm Trade Center. Nov. 26-Dec. 2.**

METALLURGY '70. United Kingdom. The U.K. Government is planning massive investments in the public sector of the steel industry to modernize equipment and facilities to improve the industry's competitive position in world markets. Special loans are to be made to the private sector of the aluminum industry in order to establish a primary production capability to meet the major share of U.K. consumption needs in this metal. Since only 10% of aluminum consumed is now produced in the U.K., substantial investments in machinery and equipment will be needed to reach this goal. Imports by the U.K. of nonferrous metals totals over $1 billion annually. The U.K. production capacity for all metals is insufficient to meet their annual consumption. The powder metal industry is running at a $36 million pace with 80% of all powder metals being imported. By 1975, consumption of powder metals is expected to reach $134 million. The exhibition will feature the product categories of automation instrumentation and controls, physical test equipment, specialty metals and alloys, and powder metallurgy materials and equipment. For complete details telephone Area Code 202, 967-3838. **London Trade Center. Dec. 8-12.**

MEASURING, RECORDING AND CONTROL INSTRUMENTATION FOR THE CHEMICAL INDUSTRY. Germany. The Department of Commerce will organize a U.S. Exhibition of instrumentation for the chemical industry at ACHEMA 1970. The fair, held every three years, is regarded as the world's leading showplace for equipment for the chemical industry. For further information call Area Code 202, 967-2425. **U.S. Commercial Exhibition, ACHEMA 1970—16th Chemical Engineering Exhibition and Congress, Frankfurt. June 17-24, 1970.**

Space fully booked

The following shows, in which all available exhibit space has been reserved, are still open for visits by interested representatives of the industries involved. U.S. firms with sales representatives or distributors in the area of any of the listed Trade Centers and exhibitions can ask these local businessmen to visit the shows to see the 'state of the art' in each particular field.

PACKAGING, FOOD PROCESSING, METAL WORKING, PLASTICS, PETROCHEMICAL, MEASURING AND TESTING EQUIPMENT. Korea. Korea has experienced one of the highest economic growth rates in Asia, averaging over 9% a year in real terms during the past five years, with an estimated 12% increase in 1968. The manufacturing sector has shown even more dynamic expansion, averaging better than 16% annually since 1962. **U.S. Industrial Machinery Exhibition, Seoul. May 8-17.**

AGRICULTURE AND FOOD PROCESSING EQUIPMENT. Yugoslavia. American machines and technology are widely acknowledged to be the most suited to the type and size of production which is peculiar to Yugoslavian agriculture and food processing. The Novi Sad Fair is the traditional marketing showplace for this equipment in Yugoslavia. **U.S. Commercial Exhibition, 36th International Agricultural Fair, Novi Sad. May 9-19.**

PACKAGING EQUIPMENT. Germany. American equipment continues to be competitive and is finding even greater acceptance as Europeans accelerate the scale of the in-plant packaging system closer to those prevailing in the U.S. Truly an international fair, INTERPACK will attract buyers from all over the world. **U.S. Commercial Exhibition, INTERPACK —5th International Fair for Packaging Machines, Packaging Materials and Confectionery Machinery, Duesseldorf. May 10-16.**

ANALYTICAL AND LABORATORY EQUIPMENT. Japan. Expenditures for research and development by Japanese universities, national research institutes, and private companies have increased at an annual growth rate of 15 to 20% during the last few years. At this rate, expenditures for the purchase of laboratory and analytical equipment should reach $600 million by 1970. **Tokyo Trade Center. May 12-17.**

OVERSEAS REPRESENTATIVES are frequently sought by U.S. firms in new market areas. Companies participating in exhibitions like the March Metal Surface Treatment Show at the U.S. Trade Center in Frankfurt, often indicate that lining up new foreign representatives is a primary exhibit objective.

INDUSTRIAL FASTENERS AND ADHESIVES. United Kingdom. The U.K. market for U.S. exports has strengthened since devaluation in the face of recent attempts by the U.K. to reduce overall imports. This trend is expected to continue, since the U.S. is a major source for the advanced and sophisticated products the U.K. needs to improve its productivity growth. **London Trade Center. May 14-21.**

HIGH FREQUENCY MEASURING AND TEST INSTRUMENTATION. Germany. The German electrical industry is the second largest producer in the world after the United States. To achieve and maintain this position, Germany requires the latest in electronics research and development instrumentation and it is not surprising that Germany is the largest export market for U.S. electrical and electronic equipment in the world. **Frankfurt Trade Center. May 19-23.**

OPTICAL AND PHOTOGRAPHIC SYSTEMS. Scandinavia. A market survey reveals strong Scandinavian interest in these types of U.S. made equipment. The markets are sizable and over $4 million of this equipment was shipped to Sweden and over $2 million worth was shipped to the other Scandinavian countries from U.S. plants in 1967. Rapid sales growth is forecast for certain products. **Stockholm Trade Center. May 19-24.**

HIGH VACUUM AND CRYOGENIC EQUIPMENT. Italy. Demand in Italy for high vacuum and cryogenic equipment has increased steadily the last few years with the growth of the chemical, food processing, electronics and other industries that use high vacuum and cryogenic equipment. Currently, consumption of high vacuum equipment in Italy is valued at $10 million and Italian production satisfies about 40% of total domestic demand. **Milan Trade Center. May 22-26.**

AEROSPACE EQUIPMENT. France. Aviation facilities are feeling the strain of heavily increasing traffic. Sales prospects for U.S. made equipment throughout Europe's aerospace industry are excellent. An opportunity exists for U.S. firms to enter this expanding market to introduce recent innovations and significant developments in this field. **U.S. Commercial Exhibition, 28th International Aviation and Space Salon, Paris. May 29-June 8.**

ADVANCED MEDICAL EQUIPMENT. Germany U.S. achievements in the advanced medical equipment field have long been recognized by Germany's leading doctors. Approximately 4,000 of these specialists will attend the Medical Congress, Diagnostica, at Karlsruhe with primary emphasis in the diagnostic field. Concurrently, the U.S. Department of Commerce will sponsor a special exhibition of advanced medical equipment. **Frankfurt Trade Center Offsite Show at Diagnostica, Karlsruhe. June 6-10.**

DATA PROCESSING. Scandinavia. The Stockholm show will attract from throughout Scandinavia potential buyers representing Government agencies, banks and other financial institutions, computer time-sharing centers, manufacturing establishments and firms engaged in providing transporation services. **Stockholm Trade Center. June 11-17.**

INDUSTRIAL AND PUBLIC SECURITY EQUIPMENT. Italy. Unprecedented Italian economic expansion is creating problems whose solution requires the use of sophisticated security systems and equipment. For American manufacturers of security items ranging from such items as electronic intrusion detection equipment, fire alarm devices, and lock systems through personnel identification systems to police equipment for such functions as crowd and traffic control, sales prospects have never been better. **Milan Trade Center. June 12-16.**

MACHINE TOOLS AND QUALITY CONTROL EQUIPMENT. Mexico. U.S. industry can improve its share of the Mexican market through aggressive selling and greater sales promotion efforts. To assist the U.S. machine tool industry, the Department of Commerce and the American Society of Tool and Manufacturing Engineers (ASTME) will sponsor the First Inter-American Manufacturing Engineering Conference to be held in conjunction with the Department of Commerce Machine Tool Solo Exhibition. **U.S. Solo Exhibition, Mexico City, Sept. 18-26.**

NUCLEAR EQUIPMENT, Switzerland. The European market is becoming especially attractive as programs for nuclear energy for power generation and the use of nuclear technology for many other uses becomes a multibillion dollar business. Sales of nuclear equipment will soar as the industrialized countries expand their activities in this field. New opportunities for U.S. suppliers of nuclear equipment are opening up. **U.S. Commercial Exhibition, NUCLEX '69, Basel, Switzerland. Oct. 6-11.**

Electrical component show offers opportunities for U.S. companies

West German market potential for connectors, switches, relays and potentiometers will be tested at Frankfurt Exhibition

American manufacturers of electrical components will have an opportunity to sell and promote their products in the West German market at an exhibition in the U.S. Trade Center, Frankfurt, Oct. 20-24.

The exhibition will feature U.S. manufactured connectors, switches, relays and potentiometers. The West German market for this equipment, currently estimated at $90 million a year, is expected to grow 20% annually.

A number of factors contribute to the rapid increase, including the introduction of direct, inter-European telephone dialing, requiring new equipment incorporating connectors and relays. The West German armed forces are purchasing large quantities of advanced electronic equipment for weapons systems and radio communications and telemetry facilities.

An $80 million, 10-year program now underway to modernize the country's air traffic safety system involves heavy expenditures on electronic equipment containing connectors, switches and relays. A major government space program is producing large orders for electrical components to be used in electronic and telemetric gear. A trend toward miniaturization is creating demand for miniaturized switches, relays and other precision components, a field in which American manufacturers have an edge because of the large variety of types they offer. In 1967, West German manufacturers purchased about 20% of their connectors, switches, relays and potentiometers from the U.S.

Commerce market research shows that the following types of electrical components are among those with the best current sales potential in West Germany:

► Connectors—high performance, heavy duty; radio-frequency, magnetic-shielded; high tension; high-tension/low-tension; corona-shielded; high insulation resistance; multipin circular; multipin rectangular; rack and panel; and printed circuit.

► Switches—microswitches; rotary; coaxial; miniature and sub-miniature; switches for microvolt signals; hermetically sealed; selector; stepping; programing (for hand-motor); reed contact; magnetic proximity; mercury-wetted contact; and keyboard.

► Relays—hi-rel; ultra-rel; R 5757; R 6106 (aircraft); coaxial; dry and mercury wetted-reed; galvanometer; crystal-can rotary; time-delay; hermetically sealed; switch-magnetic; and micro-miniature.

► Potentiometers—wirewound; slide wire; non-linear windings; miniature; sealed construction; linear motion; and turns and counting dials.

The Frankfurt Trade Center show will be preceeded by a broad market-development campaign designed to insure maximum attendance by West German buyers, agents, licensees and representatives.

The Department has held two similar exhibitions at the Frankfurt Trade Center. After a January 1964 exhibition of advanced electrical components 92 U.S. firms reported $3,510,000 in first-year sales. A May 1967 display of micro-miniature electro-circuits and other components resulted in $779,000 in first-year sales for 41 U.S. exhibitors.

U.S. manufacturers of connectors, switches, relays and potentiometers interested in the October exhibition at the Frankfurt Trade Center may obtain further information from the U.S. Department of Commerce (BIC-938), Washington, D.C. 20230, Area Code 202, 967-4073, or from any of the Department's Field Offices.

Business proposals invited for use at catering exhibit information center in Basel

Business proposals are being received at the Department of Commerce for distribution through a Business Information Center to be operated at the Basel International Catering and Hotel Exhibition, Nov. 13-19.

U.S. Foreign Service commercial staff members will be on hand to distribute lists of business proposals from American firms seeking agents, distributors, licensees or manufacturing licenses in Switzerland, and to discuss the proposals with the businessmen who visit the information center.

Space for the center, called a Mini Business Information Center because of its size, will be provided by the Department of Agriculture. This will be the last exhibition of the year for the Department, and will emphasize frozen and processed foods easy to handle and prepare.

Business proposals are being sought in the following two broad product categories believed to warrant marketing efforts in Switzerland:

► Food service and catering equipment.

► Hotel-motel equipment and supplies.

A business proposal is an offer to enter into business negotiations and is made by a U.S. firm to businessmen abroad through the business information office at the exhibition. The proposals are widely publicized abroad before the fair opens.

Names and addresses of firms interested in specific proposals are sent to the American companies which submitted them. Direct contact can be established this way.

Proposals to be forwarded to the business information center in Basel bust be submitted by Aug. 15. They should be addressed to: Bureau of International Commerce (Code 924), U.S. Department of Commerce, Washington, D.C. 20230.

Moscow show invites U.S. firms to enter

Blood Service, an international exhibition featuring modern equipment, instruments and information on hematology and blood transfusions scheduled Aug. 16-24 at the Moscow State University campus, is inviting U.S. participation.

The exhibition, held in cooperation with the 12th International Congress on Blood Transfusions, will offer an opportunity for firms to display specialized machinery before a large number of world experts in the field of hematology.

According to the USSR Chamber of Commerce, more than 60 foreign firms from several nations, including West Germany, France and the United Kingdom, plan to participate. American firms that wish to exhibit should apply before May 15.

Write: U.S.S.R. Chamber of Commerce, 6 Kuibyshev St., Moscow K-3, USSR.

Kosmetika cancelled, next show in 1972

Future exhibition will combine three industries products

Cancellation of Kosmetika '69 has been confirmed by the Duesseldorf NOWEA fair management. This international exhibition of cosmetics and related products was scheduled for Sept. 26-30.

In place of this event, the associations of the cosmetic, soap and drug industries will hold one large combined trade fair every four years incorporating the products of the three industries. In the past, these three industries have held separate exhibitions. The first combined fair will take place in 1972 at Duesseldorf's new fair grounds. The name and date for the new fair has not yet been announced.

In addition to Kosmetika, the two other exhibitions formerly held every two years are affected by this change. Seifenmesse, a soap fair held in Berlin, was to be incorporated into Kosmetika, and Indrofa, an international druggist fair, was last held in October.

International electrotechnical group schedules 1970 session

The International Electrotechnical Commission (IEC), the organization that develops international electrical and electronics standards, has announced plans to hold its 1970 annual meeting May 17-30, 1970, at the Washington Hilton Hotel, Washington, D.C.

This meeting of the IEC will be the first held in the United States since the Commission met in Philadelphia in 1954. Forty-one different countries are represented on the Commission, and the standardization work is carried out by more than 150 technical committees and subcommittees.

The 1969 annual meeting of the IEC will be held in Tehran, Iran, Nov. 1-13, 1969.

Dr. Carl C. Chambers, vice-president for engineering affairs at the University of Pennsylvania, will serve as chairman of the organizing committee for the meeting, which will be hosted by the U.S. National Committee of the IEC.

The USA Standards Institute will carry out the advance preparations for facilities and will be responsible for operation of the meeting. Claude H. Burns of the USA Standards Institute staff has been appointed manager of the meeting.

Brazil regulates rural land sales to foreigners

The Government of Brazil recently issued Decree Law 494, regulating sales of rural land to foreigners. The principal provisions of the law restrict sales of land to foreigners permanently and legally resident in Brazil.

Each sale of land has become dependent on approval by the Brazilian Government, and they may also limit the amount of land foreigners may own in any county. The law applies to both foreign individuals and foreign legal entities.

Whether an entity is considered Brazilian or foreign is dependent on the nationality of its majority ownership. Implementing regulations have not yet been issued. Until they are, all purchases of land by foreigners cannot legally be transacted.

A primary aim of the law is to prevent the buying and selling of Brazilian rural land by foreigners for speculative purposes. A clear picture of the effects of the decree-law on land purchases made for other purposes will only be possible when implementing regulations are known.

Eximbank authorizes new aircraft loan

The Export-Import Bank has authorized a $7.8 million loan to Turkish Airlines, Inc., to finance the purchase of two DC-9-32 jet aircraft and related equipment from the McDonnell Douglas Corp. Total cost of the transaction is $9,750,000.

The borrower will make a cash payment of $1,950,000, and McDonnell Douglas will participate in Eximbank's loan to the extent of $1,560,000.

Acquisition of the new jets by Turkish Airlines will help meet an increased demand for air service, and is expected to result in more efficient and profitable operations and in increased foreign exchange earnings.

In January 1967, Eximbank authorized a loan of $8.3 million to finance Turkish Airlines' first purchase of jet aircraft, also two DC-9s.

The current $7.8 million is repayable in 14 semiannual installments beginning in March 1970 with interest on outstanding balances at the annual rate of 6%. The loan is to be guaranteed by the Republic of Turkey, the airline's major owner.

Metalworking show planned in Portugal

Oporto, Portugal, will be the site of the first International Metalworking Exhibition from Oct. 11-26. The exhibit is held by Associacao Industrial Portuense, representing the industrial sector of northern Portugal.

Machinery and equipment used in the textile, building materials, foodstuffs and machine tools industries will be displayed, including coin-operated machines, mining equipment, testing apparatus and public works machinery.

For further information about this exhibition, **write:** First International Metalworking Exhibition, Industry and Agriculture, Associacao Industrial Portuense, Rua Mousinho da Silveira, 228, Oporto, Portugal.

Cologne ANUGA food exhibit plans 50th anniversary fair

This year will mark the 50th anniversary of Cologne, Germany's ANUGA fair of fine foods and provisions, and the Oct. 4-10 show is expected to attract more than 3,000 exhibitors, as well as 50 official government pavilions.

The U.S. Department of Agriculture will organize an exhibition group of some 100 makers of U.S. food products. In addition, six food industry trade groups are expected to exhibit in the official U.S. area.

According to the Cologne fair authorities, nearly all of the exhibitors at the last ANUGA, in 1967, have exercised their options for exhibit space at the 1969 edition.

This year's exhibition will be cut from nine days to seven, in accordance with the wishes of the majority of past exhibitors. As in the past, the first five days will be reserved strictly for the food trades, with the final two days open to the general public.

The technical center introduced with the 1967 show will be repeated this year, featuring packaging materials and techniques, refrigeration equipment, vending machines, and other food-oriented equipment.

Write: International Trade Fairs Division, Foreign Agricultural Service, U.S. Department of Agriculture, Washington, D.C. 20250; or Messe- und Ausstellungs G.m.b.H. Koln, 5 Koln-Deutz, Post Box 210760, Cologne, Germany.

Libya growth skyrockets

GDP rose 60% in 1968, as economic expansion burst out in all directions

To say that the Libyan economy is expanding is to exercise extreme semantic restraint. It is bursting out in all directions, according to the semiannual Economic Trends Report from the U.S. Embassy in Tripoli. As far as the Embassy is aware, the economic situation in Libya is unique. Even Kuwait in the fifties is not comparable because the growth of national income there was much more orderly and the process of adjusting to it much more systematic.

The 1968 gross domestic product is estimated to have increased nearly 60% over that of 1967 and more than 95% over 1966 in terms of current prices. Even if the 1968 figure is deflated to 1967 Libyan pounds to take account of price increases, the increase would still be about 48% over 1967.

The Libyan balance of payments in recent years has highlighted more than any other document the interests of the United States in Libya. On current account, Libya has been running a surplus for several years, but with the dollar area (the United States) it has always been in deficit since substantial oil exports began. The main component of this deficit has been transfers to the United States of the profits of American-owned oil companies. In 1965, the net deficit was $254 million, in 1966 $259 million and in 1967 $444 million.

A lackluster second

Libyan imports from the United States—still tied to oil company purchases—for 1968 totaled $93.2 million, securing the U.S. position as the second major supplier to Libya. Judged against percentage of market, however, U.S. performance is lackluster and its percentage of market—14.5%—is only slightly above that of the United Kingdom with 11.5% and West Germany with 8.3%. Italy, with 28.7%, continues to dominate this market with the lion's share of imports. Total Libyan imports c.i.f. for 1968 were $646.8 million.

For 1968, a net deficit with the United States of $600 million is likely. Large as this figure is, it is probably on the conservative side. In strict proportion to the monetary value of petroleum exports, it could be as high as $700 million.

Thus, the Libyan economy is making a substantial contribution to the U.S. balance of payments. To emphasize this, it should be noted that without this contribution, the U.S. deficit in 1967 would have been almost 15% higher than it was.

No attempt has been made to predict what the worldwide surplus in the Libyan balance of payments might be. This has varied widely recently because of transfers, both public and private, to other Arab states and other variable payments abroad.

U.S. snaps back

The U.S. commercial position in Libya has made an excellent recovery from its June 1967 setback and U.S. companies have begun to restudy the Libyan market in terms of export and investment opportunities. This resurgent U.S. interest results not only from the political and economic stability Libya has demonstrated since the June 1967 crisis, but derives also from an appreciation of the effect Libyan oil income will continue to have on development spending over the next five years.

As indicated above, record sums are being poured into development of the Libyan infrastructure under the Five-Year Plan. Moreover, oil exploration, pipeline construction and oil production activity in general will continue at its present high level. The multiplier effect of spending in this and the non-petroleum sectors of the economy is already creating a broader-based and more quality-conscious consumer market.

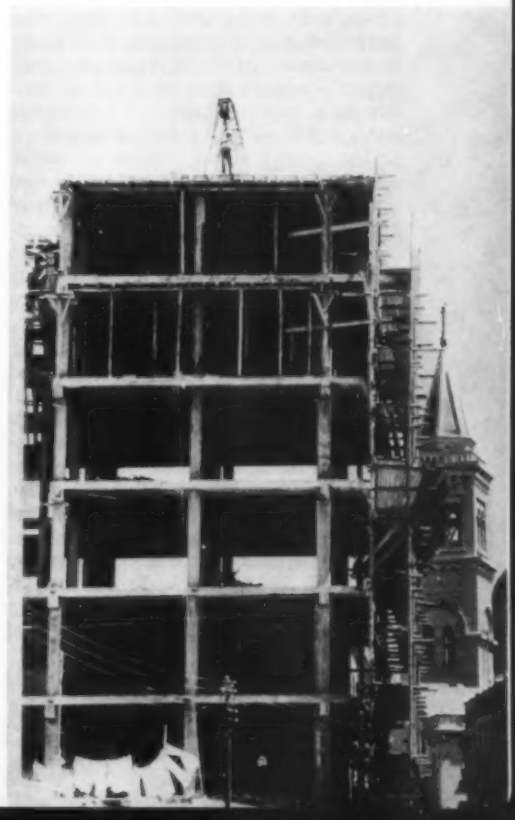
Against this boomlike atmosphere, sales by U.S. exporters appear very promising, provided of course a competitive package including price, credit, delivery and service is offered. This is not equally true of U.S. construction companies or, for that matter, their Western European counterparts which have found it increasingly difficult to compete in a field dominated by Eastern European state-controlled contractors.

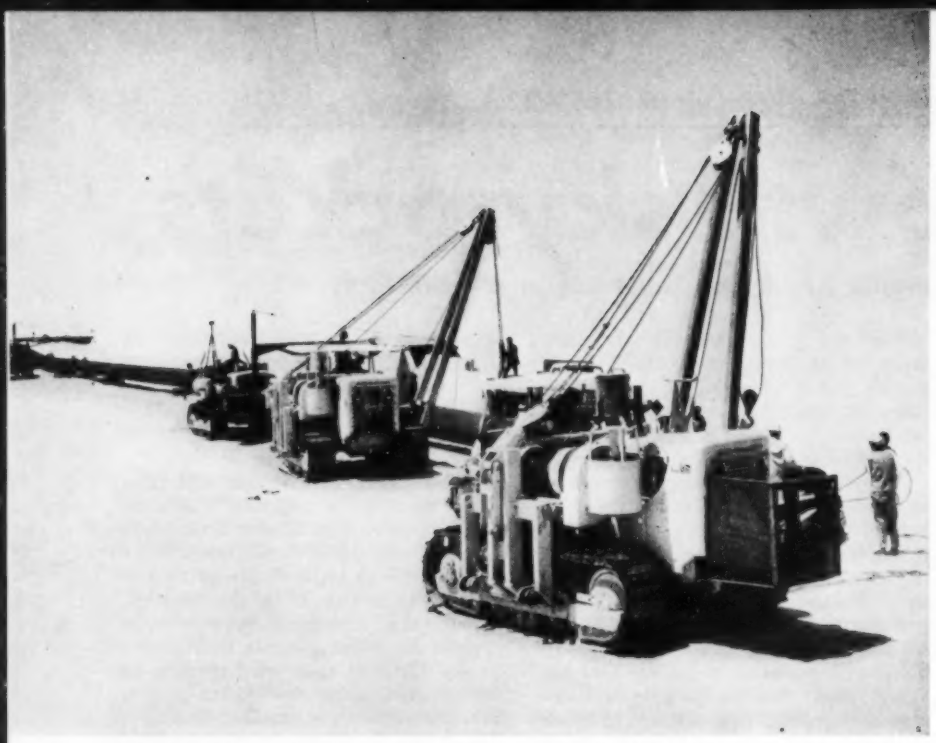
Government payment delays, cost escalations, compounded by a scarcity of local labor and difficulties in importing equipment, have further caused U.S. companies to take a second look at this sector.

Libyan expansion is also attracting greater numbers of exporters and competition remains keen. British, Italian and Western European sales executives make frequent trips to Libya singly or as part of officially sponsored trade missions. Western and Eastern European trade legations have strengthened their activities and Japanese sales are beginning to pick up from their slow start. This is particularly true in automotive sales.

As Libya shifts into its Second Five Year Plan, a degree of realignment is taking place among principals and agents. The former seek to shore up weak agents and when necessary to relocate agencies; the latter meanwhile seek to accommo-

PROBLEMS IN LIBYA'S CONSTRUCTION INDUSTRY have caused some U.S. firms to take a second look before competing in this field. Below, a new building takes shape in the capital city of Tripoli.





THE OIL INDUSTRY continues to provide the backing for Libya's development effort, and output is expected to grow by another 27% in 1969. This U.S.-made equipment is building a 320-mile oil pipeline.

date agencies to the major five-year development projects which are taking place in the areas of communication, power and water supply, agriculture, housing, education, and medical care.

The early beginnings of efforts to develop an industrial base may also offer opportunities for equipment sales in the agricultural, dairy and food processing industries. In this connection, an increase in the number of World Trade Directory Reports requests has been noted, confirming a growing interest in U.S. equipment and products by Libyan importers.

The gross national product of Libya, as is characteristic of underdeveloped countries, is considerably smaller than the gross domestic product. This is because the repatriated profits of foreign companies and wages of expatriate workers are large, even in comparison with the favorable trade balance.

The estimated GNP of $2,338 million gives a per capita GNP of $1,250 based on the Ministry of Planning and Development's latest population estimate. This is a deceptive figure, however, since the estimates of capital consumption are unusually large and there is great distortion in the distribution of income. Based on a recent study by the Government, the median disposable income for an average family of 5.8 persons in Tripoli town is about $2,940 per year ($510 per capita). It is, of course, much less in the rural areas. In contrast, there is a great concentration of wealth at the top of the economy, with the top 10% of the population receiving probably half the income.

The statistics on cost-of-living differ from those presented in earlier reports in this series. The Embassy is now using the official indices prepared by the Libyan Census and Statistical Department, which are lower than those previously used. Even so, they indicate a general price rise of 7½% during 1968. With GNP rising by 48% in real terms, this may be acceptable to the economy as a whole but it puts a severe strain on individuals and families in the lower half of the income spectrum.

Increase not excessive

The increase of 22% in money supply does not seem excessive in view of the rise in the GNP of 60% at current prices. This factor is probably no longer a source of inflationary pressure. In fact, there have been many complaints that the money supply is too low to support the optimum level of economic activity. Although no data is available on velocity of spending or liquidity demand, the current money supply does not seem excessively distorted in either direction after informal observation of spending habits and credit demand in the country.

The Second Five Year Development Plan went into effect on April 1. This plan envisages expenditures for the next five years of L£1.15 billion ($3.22 billion). Heavy portions of this sum are planned for hospitals, schools and roads (with all that these entail in the purchase of equipment) civil aircraft, communications equipment, water purification equipment, housing, investment in agriculture and sundry industries which the Libyans hope to develop.

In addition to the economic development plan, there is a separate military development plan which calls for expenditures of $980 million for the purchase of equipment and construction of new installations.

The Plan is an ambitious one, and there have been questions about Libya's ability to absorb investment of this magnitude. The greatest problem continues to be inadequate and inadequately trained manpower. The Plan recognizes this deficiency and projects the need for a large increase of foreign workers at all levels, and particularly of professional and technical personnel, supervisors and skilled workers. There are two difficulties here. It is difficult to attract competent workers to Libya without paying them salaries that would be damaging to the morale of Libyan workers. In addition, Libyans generally

Chosen instrument

As Libya gains more experience in oil dealings and as more young Libyans become trained in petroleum subjects, one can expect the Libyan Government to exert greater efforts to become involved in oil operations and these efforts to be focused in the national oil company, the Libyan General Petroleum Corporation. Though not quite one year old, LIPETCO has already expressed its intention to enter nearly all aspects of the oil business, after adequate study and at the proper time. LIPETCO is presently studying the possibility of starting local marketing of petroleum products, constructing a pipeline in western Tripolitania, investing in a new refinery and starting a national tanker company.

These plans and ideas will take time to materialize, but it is already clear that LIPETCO is the Government's chosen instrument for cooperating with the oil companies in joint ventures covering these areas as well as the more traditional ones of exploration and production.

are hostile to the concept of large groups of foreign workers living among them.

The continued closure of the Suez Canal and the start of exports by Occidental were the two main reasons for Libyan oil production in 1968 increasing 50% over 1967.

Libya's favorable location and investment climate has led to many oil companies expanding their activities. Facilities which are being expanded include the Oasis, Mobil/Amoseas and BP/Bunker Hunt pipelines and their respective terminals and tank farms. Occidental announced plans in January to build, in partnership with the Libyan Government, a $30 million ammonia plant and, on its own, a $60 million gas liquids plant and related system. Esso's LNG plant, the largest facility of its kind in the world, will begin exports to Spain and Italy in May.

In addition, many oil companies are showing interest in acquiring, in the form of joint ventures, new or additional acreage in Libya. Some indication of Libya's attractiveness to foreign investors is shown by the fact that three major oil companies are included among those applying for joint ventures.

Studies natural gas use

The Libyan Government, appreciating the essential role the oil industry plays in its development plans has undertaken studies of certain areas of oil operations, including oil and gas reserves, conservation practices and a comprehensive revision of petroleum regulations. The Government hopes that some of the associated natural gas presently being flared can be used economically for town gas and for power generation to support new industries. Implementation of these plans, because of their complex technical nature, may well have to be carried out in cooperation with some oil companies, perhaps in the form of joint ventures.

In sum, the forecasts by some observers that the level of petroleum activity would level off in 1968 and 1969, after a period of extremely rapid growth rate in the six previous years, have been overly cautious. While one cannot expect the production increase of 50% in 1968 to be repeated, an estimated 27% increase in 1969, together with new joint ventures will ensure a high level of exploration, construction and other oil-related activities. It will provide the Libyan Government and the private sector with the means to support its ambitious economic development plan, its large ordinary budgets and its high standard of living.

Irish economy should continue on upswing as industrial growth and consumer buying fuel imports

Suppliers to export industries should be in particularly good position; uncertainties cloud extent of continuing expansion

The Irish economy entered 1969 in a strong expansionary phase and essentially the economy remains on the upswing. The prospects for continued growth in all sectors are good and, given care, a rise in GNP of approximately 4% in 1969 (slightly less than in 1968) is expected according to the semi-annual Economic Trends Report from the U.S. Embassy in Dublin.

The continuing expansion of Ireland's manufacturing industry, coupled with her continued drive to export more industrial products and an expected further high demand in Ireland for consumer goods provide good opportunities for other countries to sell to Ireland.

On the surface, countries which devalued in Nov. 1967 may be presumed to have an advantage over those which did not devalue. In the circumstances prospects for additional U.S. sales of consumer goods cannot be considered as good.

However, continued opportunities for U.S. sales to Ireland of capital equipment and materials for further production do exist because of America's quality competitiveness in the field. The Dec.-Feb. U.S. dock strikes did, unfortunately, cause some Irish importers to think in terms of alternate sources of supply.

U.S. firms should not overlook the possibility that Ireland's growing and modernizing industrial sector could also offer opportunities for the sale of industrial and business services.

In the context of its drive to expand and diversify its exports, Ireland's exporters will intensify their efforts to sell in the U.S. market. The work of the Irish Export Board (Coras Trachtala) and individual Irish companies should become increasingly evident in the United States. Sales of consumer goods, especially, to the U.S. market are likely to increase.

U.S. exports of agricultural goods to Ireland have declined in recent years from a high of about $32 million in 1966 and are not likely to recover significantly in 1969. Tobacco exports are stable but grains are down and likely to stay low due to increased domestic production and price competition. Similarly, exports of canned and dried fruits and vegetables have not recovered since devaluation.

Ireland is moving to expand its two largest airports in anticipation of the Jumbo jet era. Development plans for both Shannon and Dublin are underway. The first stage of expansion at Shannon is aimed at providing peak period accommodations for 1,500 arriving passengers and an equal number of departing passengers. Passenger projections for Dublin airport are: two million in 1970; four million in 1975 and 6.4 million in 1980 (about four times the present traffic.) U.S. firms may wish to investigate the prospects for providing equipment and services.

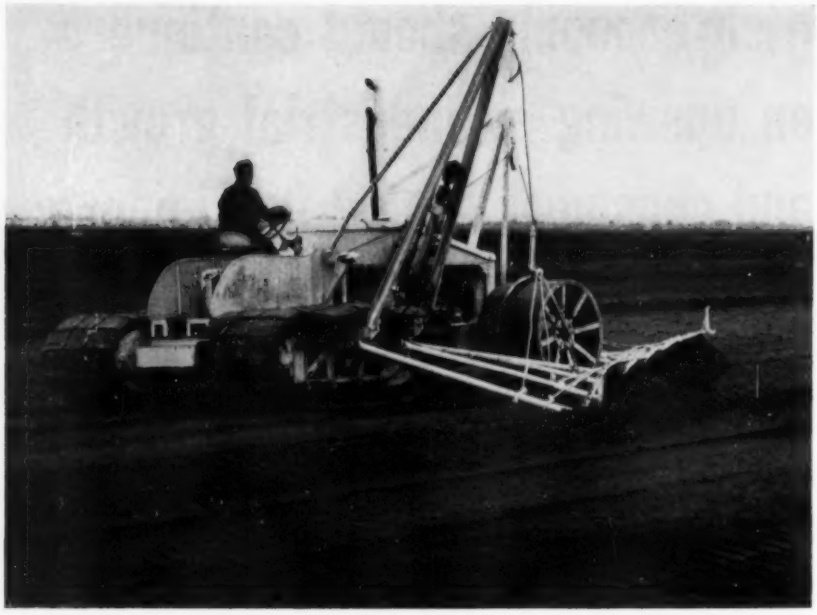
Even though EEC membership may not be attainable soon, the terms of the Anglo-Irish Free Trade Area Agreement and Ireland's accession to GATT require that Ireland continue its preparations for the era of freer trade.

Ireland's foreign trade in 1968 again

U.S.-Ireland trade

Principal Irish imports from the United States in 1968 were: unmanufactured tobacco, cereals (primarily feed grain), non-electric machinery, electrical machinery, oilseeds cake and meal, soya bean, sulphur, textile yarn, thread and fabric, fruit, nuts and vegetables.

The main items in Ireland's exports to the United States were: frozen beef, antibiotics, thermionic valves and tubes, chocolate crumb, clothing, headgear and footwear, manufactured tobacco, wool, sugar, dairy products and horses.



FOR THE FIRST TIME, in 1968, agricultural, forestry and fishing produce did not provide the bulk of Irish exports, and industrial exports were 28% above 1967 levels. Above a peat harvesting machine.

reached record levels. Both export and import increases for the year exceeded prior forecasts. On the basis of preliminary figures for January and February it seems likely that 1969 will see a further increase in the value of imports and exports.

Imports in 1968 were valued at $1,175 million, a marked increase of 24.8% over 1967 (up only 5%). Total exports in 1968 amounted to $798 million, an increase of 16.6% over the previous year (up 16% in 1967). The import excess in 1968 was thus up 46.5% over 1967. Rises in imports of both capital goods and consumer goods figured strongly in the import excess.

The Central Bank forecasts that total exports in 1969, taking into account the effects of the Feb.-Mar. industrial dispute, will expand only moderately; perhaps at a rate of about 8%, only half of that of 1968. The industrial dispute is estimated to have caused an immediate loss of $16.8 million in exports. Imports in 1969 are also expected to rise further and the rate could exceed the present moderate forecasts of about an 8% increase. Both capital and consumer goods are expected to figure in the increase, once again.

It is interesting to note that in 1968, for the first time, agricultural, forestry and fishing produce did not provide the bulk of Irish exports, despite the fact that exports in this sector showed an increase of almost $26.4 million. Rather, industrial and unclassified products together exceeded those of the agricultural sector. Industrial products valued at $357.8 million provided 46.2% of total exports and unclassified products accounted for 5.1%.

It is also interesting to note that the rate of increase in industrial exports was again high, up 28% over 1967.

Principal imports

The increase in imports in 1968 consisted of increases of 25.5% in the value of materials for further production, 27% in consumption goods, and 22.4% for capital goods ready for use. The principal categories of imports in 1968 in order of volume were: non-electric machinery; transport equipment; electrical machinery; textile yarns, fabrics and made-up articles; petroleum and petroleum products; live animals; cereals and cereal preparations; fruit and vegetables; iron and steel; paper, paperboard and manufactures.

In 1968 the United Kingdom, including Northern Ireland, was again Ireland's principal destination of exports (70%) and source of imports (50.5%). This pattern of Ireland's foreign trade will continue in 1969 and thereafter as the provisions of the Anglo-Irish Free Trade Area Agreement take further effect and Ireland's membership in the EEC is deferred.

Nevertheless, commentators suggest that the outlook for the rate of expansion of the trade with the United Kingdom is less favorable for 1969. The British measures of November 1968 are expected to cut back the overall rate of growth of Ireland's exports to the United Kingdom.

However, Ireland's quick action to counteract the U.K. Import Deposit Scheme on Irish exports of manufactured goods to Britain by financing the costs incurred by Irish exporters seems to place Ireland in an advantageous position relative to other exporters to the British market.

Ireland's efforts to increase the number of firms exporting and to diversify its exports are meeting with some successes in Venezuela, New Zealand, Australia, Japan, the continent of Europe and North America.

U.S. trade position

The United States continued in 1968 to be the second best individual country customer for Irish exports as well as her second largest source of imports.

According to Irish trade statistics, which do not include the Shannon industrial area, Irish exports to the United States in 1968 were valued at $76.3 million (9.6% of total exports), an increase of 23.5% over the previous year.

Irish imports from the United States were valued at $86.6 million (7.4% of total imports), an increase of 14.6% over 1967. U.S. foreign trade statistics, which include the Shannon area, will probably show that the balance of trade between the two countries is in Ireland's favor for the third year running. Further, the bilateral balance of payments position has been in Ireland's favor for 12 years.

Trade between Ireland and the United States is likely to show further increases in 1969, but perhaps not to the same extent as last year. Non-recurring items which will appear in Irish imports from the United States this year will be six Boeing 737 aircraft costing a total of approximately $21.6 million. One Boeing has already been delivered and the others are due for delivery later in the year.

The slight downturn in growth from 1968 is explained by an expected slowing down in the rates of expansion of consumption, investments and exports. Further, the forecasted growth is conditioned on no governmental actions being taken to curtail inflationary pressures. Otherwise it is expected that the growth rate will be reduced significantly.

Unfortunately, however, there are qualifications and uncertainties attached to the predicted growth. Leaders in gov-

ernment, business and banking are loudly preaching the need for restraint to prevent 1969 from becoming a year of economic crisis and warning of the possibility of a large balance of payments deficit, variously estimated from £50m. to £60m. The talk of crisis and the stress on the need for restraint have been brought about by the five week (Feb/March) strike of maintenance workers (less than 1% of organized labor) for higher wages. Thousands of other workers became idle as a result of the strike. Costs of the strike in losses of production, exports (estimated to have been £7m.), and potential exports, wages, and goodwill abroad cannot be determined for some time.

The wage increases granted the craftsmen amounted to about 16% immediately, rising to 22½% after July 7. Although these increases will not in themselves have a great impact on the Irish economy, they have introduced new relativities and strains. Other workers now want substantial increases and the dangers of a general request, breaches of existing agreements and more labor strikes must be recognized.

Income increases expected in 1969 as a result of the phased 11th round (1967-68) agreements are estimated at 10-11%. Additional demands voiced since the strike would increase the 1969 estimate to 15% to 25%, which Government leaders naturally view as unrealistic and beyond all possibility in the Irish economy or in "any economy in the world". So the need for an incomes policy is much discussed; the Government is urging that income increases in 1969 be slowed down and brought more into line with the 4% forecast of growth in national production.

Government ministers, bankers, and industrial leaders are active and vocal these days in their efforts to convince labor, management, and consumers, that the realities of the present economic situation must be accepted. Several danger signs of serious inflation are discussed and analyzed (there was a 27% increase in imports of consumer goods in 1968). Newspaper, radio and TV audiences are being exhorted to exercise self-discipline and restraint to assure sound economic growth in 1969.

An inflationary factor in the present situation is the high rate of government borrowing, which increased 36% in 1968. There is the prospect of further heavy borrowing in 1969.

Inflationary pressures developed slowly but at an increasing tempo during the record 1968 year. The prospects are that the capital and current budget to be presented by the Government in early May may be a tough one. At the end of the 1968/69 (March 31, 1969) fiscal year it was revealed that there had been a net current budget deficit of £8.4m; that on top of inflationary pressures is a bad sign for the 1969/70 budget.

Some writers compare the situation existing today in some ways to that preceding the balance-of-payments crisis of 1965. At the same time, however, they point out that Ireland's external reserves are about £90m ($216 million) higher than they were in mid-1965; and express the opinion that today in Ireland there is an increased political awareness about the need to act before rather than in the middle of a crisis situation.

Foreign threat, too

In addition to viewing the economy as vulnerable at home, commentators also view it as in danger from abroad because Ireland relies so heavily on export trade, especially with the United Kingdom.

Basically, the Irish economy is headed toward a bigger balance of payments deficit than in 1968 and a deficit which could call for corrective budgetary measures. At the same time expectations are that there will be quite a satisfactory growth rate. In 1969 investment is expected to increase by almost 9%; industrial output by 7%; agricultural production by 1%; and the rate of growth of consumption is expected to be approximately 2.9%.

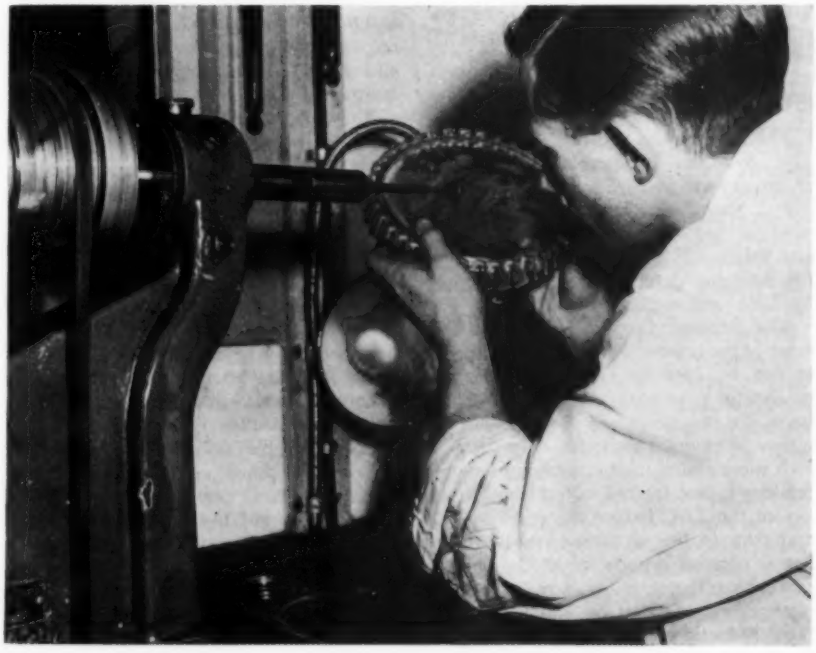
The volume of foreign trade will continue to grow in 1969; however, exports may not increase as fast as in 1968 and the import excess will increase again.

The external reserves position remains strong and net capital inflows are expected to continue. However, the estimated rise of 10-11% in wages and salaries in 1969 will create a substantial gap between earnings and productivity. In turn the gap will have an adverse effect on Ireland's export competitiveness in a difficult world trading year and could further weaken the external payments position by stimulating imports of consumer goods.

Overall prices are expected to rise by at least 4% in 1969, as the result of demand, higher costs due to wage increases and higher social insurance contributions which employers are paying this year.

Inasmuch as statistics for the first quarter of 1969 are not yet available, the best appreciation of the current Irish economic situation and its trends is to be found in analyzing what transpired in the Irish economy in 1968. Preliminary statistics and estimates available for 1968 indicate that the year will prove to have been the most successful for the economy since 1964. The years 1967 and 1968 constituted a period of unusually rapid expansion. It is officially estimated that GNP (£1142m in 1967 at current prices)

WAGE INCREASES FOR CRAFTSMEN have introduced new strains in the Irish economy and far outpace the projected growth in national production. This worker is making the traditional Waterford glass.



increased by about 5% in volume as against a rate of 4½% in 1967 (1½% in 1966; 2¼% in 1965).

The main impetus to growth in 1968 came again from the industrial sector, up about 10% in volume over 1967. The rate of increase in industrial exports was again up significantly. Gross agricultural output is estimated to have risen by about 2% in 1968.

The 1968 consumer price index was up 5.2% above the 1967 level; food prices accounted for about half of the increase. Incomes in all sectors increased by about 10½% (7½% in 1967).

In volume personal consumption increased by 5.7% in 1968, compared with an increase of about 1½% in 1967. Fixed investment increased and as a percentage of GNP amounted to 20½% in 1968 (18¾% in 1967). Tourism continued to grow and earned an estimated $220.8 million in 1968. (£84.3m in 1967).

The budget increased duties on beer, tobacco and spirits and doubled the rate of the wholesale tax to 10% and was expected to yield an extra $9.6 million in revenue in 1968/69 and approximately $40-43 million in 1969/70 when its full impact will be felt.

At the beginning of March the Irish Government published its long-awaited Third Program for Economic and Social Development, 1969 to 1972. As the title indicates the new program places greater emphasis on social developments than did the two earlier plans (the second program, 1964-70, was quietly abandoned two years ago). It is important that Ireland have sustained growth and the new official program projects just that in all sectors of the economy.

Growth leaders

The economy is projected to grow by 17% over the four-year period, that is, at an annual average rate of 4%. The overall growth rate is derived from growth rates of 8½% for agriculture, forestry and fishing, 29% for industry and 14% for the other domestic sector, investment by 30% and exports by 41%.

The expansion of exports will meet most of the import bill, which is estimated to rise by 39% in volume, so that the balance of payments deficit for 1972 will be of the same order as the expected net inflow of external capital.

A main assumption underlying the projections is that Ireland will not be a member of the EEC before the end of 1972, and that, in the meantime, the terms of access of Irish exports to the Community market will not show any substantial change, apart from the Kennedy round tariff reductions made under the GATT.

Tourism has potential

In keeping with its continuing promotion of tourism, Ireland is engaged in expanding its hotel facilities to accommodate the projected greater numbers of tourists all year round. U.S. investors may wish to investigate possibilities in this field, keeping in mind that more motel-type accommodations are in order. Increasing numbers of visitors to Ireland arrive by car from the United Kingdom and the continent (car ferry services have expanded) and wish to go beyond the traditional tourist areas into sections of Ireland not yet developed to accommodate tourists on a large scale.

The projected increases expected in exports would raise the ratio of exports to GNP during 1969 to 1972 from 35½% to 43%; import increases will raise the import ratio from 41% in 1969 to 49% in 1972.

The strong upward trend of industrial production continues to play a dominant role in the development of the Irish economy. It is estimated that the volume of industrial output increased by 10% during 1968, and its percentage of Ireland's exports increased significantly.

All industrial groups, with the exception of the food industries, recorded increases in output of 5% or more. The chemical and chemical products groups and the mining, quarrying and turf groups recorded the greatest increases, of 37.5% and 24.8%, respectively, over the third quarter of 1967.

Throughout 1968 as a whole the extractive industries recorded a fast increase, 19% higher than in 1967; in the main a record output of turf because of the good summer and increased production in the new metal mines accounted for the substantial increase.

The projected rate of increase in industrial production for 1969 is 6-7%. The cutback in growth from 1968 is expected to be brought about by less favorable conditions in export markets and by supply constraints, especially the lack of domestic capacity. The outlook is especially favorable for chemicals, mining, building equipment and engineering products. However, the United Kingdom measures in 1968 to slow imports threaten those industrial sectors heavily dependent on exports to the United Kingdom.

Competitiveness in industry in 1968 vis-a-vis the U.K. and European continent remained good, but prospects for 1969 are less favorable in the manufacturing industry. In 1968 productivity in manufacuring increased about 8½% (a sharp rise since employment was up only 1½%) while weekly earnings rose by approximately 8%; thus the per unit wage costs showed little change. There was spare capacity at the beginning of 1968 but the slack has now been mostly taken up. New productive capacity and genuine advances in productivity are needed to maintain the favorable national growth rate of the last two years. Questions arise as to the current disposition in the economy to borrow heavily for non-productive rather than productive purposes.

Vigorous Government effort

The Government is vigorously continuing its efforts to induce more Irish firms to gear operations to exports and to attract additional industrial investments, domestic and foreign, particularly those oriented to exporting. The funding and selling efforts of Ireland's Industrial Development Authority (IDA) and the Export Board (Coras Trachtala) are being increased.

Ireland actively seeks additional industrial investments from the United States, especially in factories geared to produce for export from Ireland. The cash grants, interest free loans, exemption from taxation on profits and other incentives offered by the Government and the availability of funds to be borrowed locally constitute an impressive array of inducements and attractions for foreign investors to set-up in Ireland or expand their present activities.

As a "65% country" under the U.S. foreign direct investment regulations, Ireland has accommodated itself increasingly to offset the impact of the U.S. restrictions. The recent easing of those restrictions, including the increase of the minimum investment quota to $1 million, will spur IDA's efforts even more.

The overall climate for U.S. industrial investment certainly remains attractive. However, recent labor developments, strikes and upcoming demands for wage increases suggest that U.S. investors contemplating setting-up in Ireland carefully investigate the Irish scene in detail. The availability of labor, especially skilled labor, in a particular area should also be determined very specifically, although on an Ireland-wide basis and without considering needed skills an adequate supply of workers is available.

Possibilities for U.S. firms entering into licensing agreements with Irish manufacturers also exists as Ireland seeks to broaden and diversify its industrial export-oriented base.

OECD study analyzes economic role of electronics technology

Investment in U.S. cited as a means of equalizing technology; basic solution to problem lies with individual firms, study says

The role of advanced electronics technology in the economy is assessed in a study of technological gaps for science ministers of the Organization for Economic Cooperation and Development.

The study, prepared by the OECD science directorate staff, was published under the responsibility of a group of experts, chaired by M. Robert Galley, formerly head of the French "Plan Calcul" and now Minister of Scientific Research.

The study analyzes semi-conductors and integrated circuits as a demonstration of the innovation process in a research-intensive industry.

The experts cite four main facts underlying the lead of certain American firms in the sector: they develop the great majority of main inventions and major new technologies; they appear up to now to be almost alone in granting licenses and selling their know-how on the international market; they have a substantial share of the semi-conductor market outside the United States, while no foreign firm occupies a leading position on the American market; finally, they enjoy an important share in the total world exports of semi-conductor devices at the present time.

Market size stressed

The size and accessibility of markets are stressed as key factors influencing the possibility of maintaining a forward position, particularly in the areas dominated by advanced technologies. In the view of the experts, investments in the U.S. market by foreign firms would be of major significance for the general evolution of the sector in other OECD countries.

However, they also stress that goals which have proven effective as a stimulus to the U.S. electronic components industry, cannot be directly applied elsewhere, and they counsel other Member countries, individually or in cooperation, to define their own goals and purposes in this area.

The study forecasts that innovation other than in the advanced areas of the sector will not necessarily remain as important a factor as it has been: the development in many countries besides the United States of large semi-conductor industries all based on the same technology and the stabilization of the pace of technological change will be giving greater importance to other factors such as production technology, marketing, and lower labor costs.

Without drawing definitive policy conclusions, the study suggests the pursuit of three courses of action: at the level of the firm, at the national level and internationally.

The study points out that the primary solution lies with firms, for it is in the industrial field that disparities are the really important technological and economic issue.

Role of governments

The role of governments, it notes, can only be to create a more favorable environment and give selective support to projects considered nationally important. Among the many forms of improving the environment, the study examines the case for the free movement of scientists and research workers, a more coordinated science policy, support for creating small companies, and for making a clear assessment of the shortcomings of national legislation, particularly concerning anti-trust, patent, taxation and company laws.

At the international level, the study reports that cooperation between firms is a field in which government intervention is highly impractical.

The essential role of governments, according to the study, is held to be support for actions beyond the reach of companies.

"One of these", the study puts forward, "is the creation in Europe of a continent-wide market to help overcome its present fragmentation and the drawbacks of increasing economic nationalism".

Private mission to study UAR market for U.S. business

Petrochemicals, various machinery, pulp and paper likely prospects

A private U.S. trade and investment mission will visit the United Arab Republic during the last week in May to investigate opportunities for expanded trade and investment in that country.

The American-Arab Association for Commerce and Industry, a New York-based group of 125 U.S. firms with interests in North Africa and the Middle East, is sponsoring the mission.

The mission is being organized in response to a request from the UAR Ministry of Economy and Foreign Trade, which will host the mission for the duration of its stay in the UAR and organize all necessary appointments and travel to industrial sites.

Desired industries

Industrial projects and services which UAR authorities wish to explore with U.S. firms are (stars indicate industries where investors are invited):

Industrial projects—minerals exploration and exploitation, oil & gas (★), petrochemical industries (★), fertilizer plants (★), phosphate plant, heavy equipment manufacturers (★), pulp and paper plants (★), electric power plants, electrical appliance factories (★), railway renewal and expansion, land drainage machinery and equipment (★), water pump manufacturers, bottle manufacturing plants (★), food processing plants (★), earth satellite receiving station construction, and hotel construction (★).

Services—land reclamation services, international marketing consultants, importers (cotton, textiles, citrus, vegetables, dehydrated foods), banking, commercial and investment, tourism promotion, heavy equipment suppliers, and water pumps suppliers.

Firms wishing to participate in this mission should contact: American-Arab Association for Commerce and Industry, Inc., Suite 1702, 505 Fifth Ave., New York, N.Y. 10017; telephone: 212-986-7229; cable: AMARABAS New York.

New S. African budget imposes 5-20% sales tax, other levies

Different measures expected to raise over $205 million during 1969-70 fiscal year; trend toward indirect taxes stressed

South Africa's fiscal year 1969-70 budget, which the Minister of Finance recently presented to Parliament, contains several features of interest to U.S. exporters. Major items of this budget, which basically represents a trend away from direct taxation towards indirect taxes, includes reduction in individual income taxes, imposition of a 5-20% sales tax on a variety of commodities, a slight increase in the companies tax, and a doubling of the marketable securities tax.

The sales tax, which is expected to yield $140 million in additional revenue, will be collected at the importer/manufacturer stage, and is effective immediately. Importers will pay the tax at the time of clearance of goods through customs, while manufacturers will pay as the goods leave the factories. The value of imports for sales tax purposes is the free-on-board price, or the domestc value thereof, whichever is higher, plus 15% of this price, plus carriage from the port or place of landing to the place of entry for home consumption, plus any non-rebated customs duty.

This selective sales tax applies mainly to luxuries, semi-luxuries, and durable goods. Such items as bed linens, cars, aircraft and buses will be taxed at 5%. A 10% sales tax will apply to electric stoves, sewing machines, refrigerators, air conditioners, typewriters, furniture, disinfectants and carpets, among other items. The 20% sales tax will apply to tape recorders, radios, new and retread tires, jewelry, leather goods, paint, and cosmetics, as well as a variety of other products.

The company tax will be raised from 36⅔% to 40%, although the impact of this increase will be mitigated to some extent by the abolition of the 3½% loan levy.

Existing taxes and loan levies on gold and diamond mining companies are exempt from these new provisions. This measure is expected to raise $47.6 million in new revenue.

Effective as of Mar. 27, the marketable securities tax has been raised from ½ to 1% on both sales and purchases. Designed to curb excessive activity on the Stock Exchange, this measure is expected to raise $17.6 millon in additional revenue.

The budget forecasts total expenditures on Revenue Account of $2,331 million for fiscal year 1969/70, an 8% increase over last year's expenditures, and receipts of $2,335 million. Expenditures on the Loan Account (fundamentally the capital items budget) are set at $902 million, a 14% increase.

Information concerning the sales tax and other duties and fees on specific commodities may be obtained from the Africa Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Central African Republic gets IDA credit for highway

A credit of $4.2 million from the International Development Association (IDA) to the Central African Republic for a highway project will be the first operation by the World Bank Group in that country.

The project involves the reconstruction and maintenance of the 64-mile road linking Bangui, the capital and major trade and industrial center, to the town of M'Baiki in Lobaye Province.

With diamonds and uranium ore the only mineral resources of any significance, the Central African Republic must rely for future development largely on agriculture. Lobaye Province, economically the most active in the country, holds the greatest potential for further agricultural development. As a prime coffee producer and, so far, the only producer of rubber and timber, it contributes about 15% of the country's gross domestic product.

The improved road link comes at a time when economic activity in the region is expected to expand, with the granting of new logging concessions, plans for the growing of new crops, and the building of several miles of feeder roads. The Bangui-M'Baiki road will further stimulate economic activity by lower vehicle operating costs and shorter traveling times, as well as a more reliable access to markets in the capital city.

The Bangui-M'Baiki project is scheduled for completion in early 1972 at a total estimated cost of $5.6 million. The IDA credit of $4.2 million will finance the estimated foreign exchange costs and the remaining costs will be financed by the Government of the Central African Republic.

Yugoslavs allot textile foreign exchange quotas

The *Yugoslav Official Gazette* recently announced that 365 million new dinars ($29.2 million) will be made available to the Yugoslav textile industry in 1969 for the purchase of items which fall under the Global Foreign Exchange (GDK) category.

Government regulations state that the exchange allocation for importation of goods on this list is set by the Federal Secretariat for Foreign Trade through application of a formula based on past imports. The firms then divide the quota among themselves in specialized committees of the Federal Chamber of the Economy.

The GDK category is the most important of the various import categories.

The textile products that fall in the GDK category cover the entire gamut—various types of yarn and thread, cotton, silk, corduroy, wool, tulle, sisal and flax hemp.

Bourbon whisky gaining popularity in Germany

A shipment of 216 barrels containing 41,000 liters (3.785 liters = 1 gal) of bourbon whisky was recently unloaded in Hamburg, the largest shipment of bourbon ever made to Germany. The importer will bottle the whisky and sell it to wholesalers and large department and food stores.

Bourbon is rapidly gaining popularity in Germany. Since 1964, imports have risen from 232,122 to 1,138,588 liters in 1968. This represents a 390% increase in five years.

Scotch whisky still holds a commanding lead over bourbon in Germany. However, the percentage of bourbon imports in relation to Scotch has increased from 3.8% in 1964 to 14.3% in 1968. During the same period, imports of Scotch whisky rose 30.3%.

Br. Honduras plans pulp, paper mill

British Honduras is seeking a U.S. firm to establish a 300-ton-per-day pulp and paper mill. Reportedly, existing pine forests are sufficient to supply such a mill, and the British Honduras Forest Department's regeneration efforts will result in increasing supplies.

British Honduras is moving towards entry into the Caribbean Free Trade Area, which means duty free access to the markets of Jamaica, Trinidad and Tobago, Guyana and the smaller British Caribbean islands where total demand is expected to be over 300 tons of paper a day by 1975.

To obtain further information, interested U.S. investors may **write:** Ministry of Natural Resources and Trade, P.O. Box 485, Belize City, British Honduras. A copy of the brief preliminary study of the project prepared by the above organization can be obtained by writing the Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. WTD. **P-69557.**

Restaurant equipment license sought by Australian firm

A pioneer in the restaurant chain business in Sydney wishes to expand his capacities by establishing drive-in restaurant systems. He would like to manufacture general lines of restaurant/catering equipment under U.S. license.

Clive Henry will be in the U.S. until May 22nd. He can be reached at G. Croft Henry Co., Dept. 45, 542 E 79th St., New York, N.Y. Or by **writing:** Henry's Hi-Boy Restaurants Pty. Ltd., New South Head Road, Rose Bay, N.S.W. 2029. WTD. **P-69562.** (for additional information on Mr. Henry's itinerary see INTERNATIONAL COMMERCE, Apr. 21, p. 34).

Pamphlet cites investment potentials in Kwara State

The Ministry of Finance, Kwara State, has recently published a pamphlet describing agricultural and industrial potentials in that Nigerian State. This pamphlet should be of benefit to firms contemplating investing in Nigeria.

Interested companies may secure copies from the Ministry of Finance, Trade & Industry Division, P.M.B. 374, Ilorin, Kwara State, Nigeria.

Investment Assistance

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. "P" numbers should be used when writing about specific proposals.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington, D.C. 20230 or the nearest Department of Commerce Field Office.

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations administered by the Office of Foreign Direct Investments, U.S. Department of Commerce, Washington, D.C. 20230.

Austrian firm desires buyer for meat processing plant

An Australian firm is seeking a purchaser for a modern abattoir and meat processing plant which it currently operates. The facility, approved by U.S. Department of Agriculture inspectors, is located at Kyneton, Victoria. The meat packing operation is a part of a diversified manufacturing and shipping company.

Firms desiring additional information regarding this opportunity should **write:** Mr. G. S. Oakley, gen. mgr., Wheelock Marden & Co. (Australia) Ltd., 4th Floor, 2 O'Connell St., Sydney, New South Wales 2000, Australia. WTD **P-69466.**

Argentine companies seek U.S. licenses

Two Argentine firms are interested in licensing arrangements with U.S. companies to manufacture items related to their specific field.

- An Argentine chemical manufacturer seeks a license or similar agreement to produce auxiliary chemicals for textile, cosmetic, leather and paper industries. An executive of the firm, Gasper Demirjian, plans to visit the United States about May 15.

Firms interested in this opportunity may **write:** Gaspar Demirjian, Argentine Consulate General, 12 W. 56th St., New York, N.Y. 10019, or Warco Quimica e Industrial S.C.A., Ing. G. Marconi 5440, Munro, Prov. of Buenos Aires, Argentina. **P-69564.**

- An Argentine manufacturer of farm machinery is interested in acquiring technical knowledge and improved methods in areas of assembly line procedures in manufacturing agricultural machinery and implements.

The firm is also interested in a licensing agreement for production of new types of farm machinery.

As the firm has designed its own farm tractor, it is interested specifically in receiving technical advice in improving this prototype. Interested U.S. firms should **write:** Durany, S.A.I.C., a/c Miguel Bibiloni, Casilla Correo 2016, Firmat, Province of Santa Fe. WTD in preparation. **P-69565.**

Protective clothing venture sought by Brazilian firm

A modern, streamlined industry in the protective clothing field is visualized through collaboration with an American firm by a Brazilian company now manufacturing protective gloves, aprons, leggings and sleeves. The firm also seeks technical assistance and capital to expand and modernize its plant for more efficient production. A 49% equity is offered by the Brazilian firm in return for an investment of $75,000.

Write: Naum Kotez, managing partner, Industria e Comercio Guardiao Ltda., Rua Luis Gama 164, Sao Paulo, State of Sao Paulo, Brazil. WTD **P-69563.**

UNDP approved programs offer good prospects for eligible U.S. businessmen

Interested firms may contact the United Nations or any of fourteen participating and executing agencies for development projects

By JOHN L. MALONE
Trade Opportunities Staff, BDSA

The Governing Council of the United Nations Development Program (UNDP) recently approved a record number of new development programs. Projects approved at this session include many large-scale pre-investment propects involving the training of specialists in research and economic planning in agriculture, industry, public utilities, housing, health and sanitation education, building and physical planning, social welfare, public administration and other economic services; mineral, water, land, fishery and various natural resources surveys.

Projects approved at the last session, which was held in January, as well as future UNDP projects for developing countries are carried out by the United Nations and 14 other participating and executing agencies.

Firms interested in availing themselves of these potential opportunities under the auspices of the UNDP should, after reviewing data contained in a narrative summary available from International Liaison and Trade Opportunities (ILTO) Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230, direct their inquiries to the relevant executing agency (this summary is known as Stage 2).

A list of the participating and executing agencies and their addresses follows:

UN/United Nations—Director, United Nations Technical Co-Operation Office, Department of Economic and Social Affairs, United Nations, New York, N.Y. 10017.

ILO/International Labour Organization—Chief, Field Department, International Labour Organization, 154 Rue de Lausanne, Geneva, Switzerland.

FAO/Food and Agriculture Organization of the United Nations—Assistant Director General, Programme and Budget, Food and Agriculture Organization of the United Nations, Via delle terme di Caracalla, Rome, Italy.

UNESCO/United Nations Educational, Scientific and Cultural Organization—Director, Bureau of Relations with International Organizations and Programmes, United Nations Educational, Scientific and Cultural Organization, Place de Fontenoy, Paris VIIe, France.

ICAO/International Civil Aviation Organization—Director, Technical Assistance Bureau, International Civil Aviation Organization, International Aviation Bldg., 1080 University St., Montreal 3, Canada.

WHO/World Health Organization—Deputy Director-General, World Health Organization, 20, Avenue Appia, Geneva, Switzerland.

IBRD/International Bank for Reconstruction and Development—Projects Department, Development Services, International Bank for Reconstruction and Development, 1818 H St., NW., Washington, D.C. 20453.

ITU/International Telecommunication Union—Chief, Technical Co-operation Department, International Telecommunication Union, Place des Nations, Geneva, Switzerland.

WMO/World Meteorological Organization—Chief, Technical Co-operation Division, World Meteorological Organization, 41, Avenue Guiseppe Motta, Geneva, Switzerland.

IAEA/International Atomic Energy Agency—Deputy Director-General for Technical Assistance, International Atomic Energy Agency, Kaerntnerring 11, Vienna 1, Austria.

UNIDO/United Nations Industrial Development Organization—Director, Technical Co-operation Division, United Nations Industrial Development Organization, Felder Laws, Felder Strasse, Vienna, Austria.

UPU/Universal Postal Union—Schosshaldenstrasse 46, Berne 3000, Switzerland.

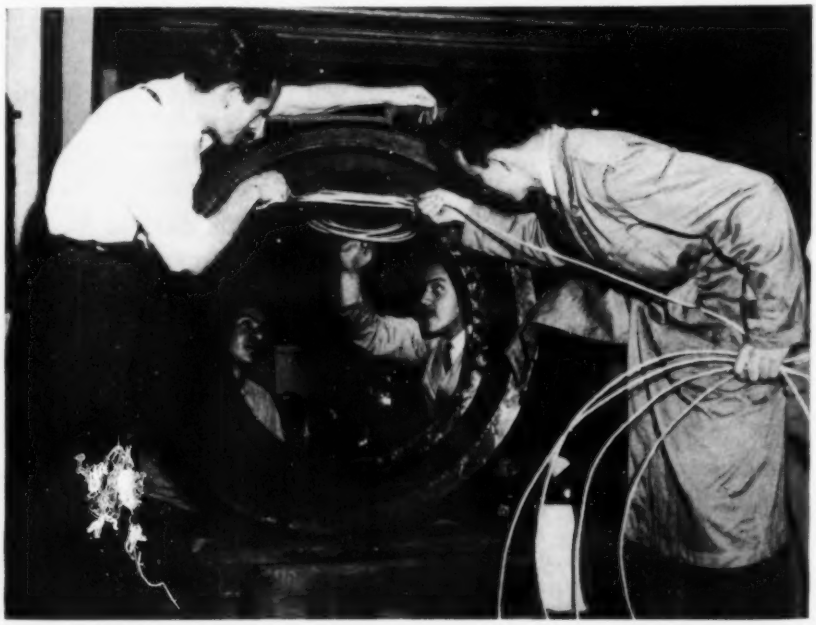
IMCO/Inter-Governmental Maritime Consultative Organization—22 Berners St., London, W.1, England.

IADB/Inter-American Development Bank—1818 H St., NW., Washington, D.C. 20453.

ADB/African Development Bank—Abidjan, Ivory Coast.

For a complete list of the 123 projects approved by UNDP at its January session (see INTERNATIONAL COMMERCE, Feb. 10, p. 28).

UNITED NATIONS AT WORK: Students in electrical workshops of the Servicio Nacional de Aprendizaje, Colombia, are shown demonstrating the proper method of rewinding an electric generator. (UN photo).



World Trade Opportunities Continued through page 43

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $4.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

098 Fish hatcheries, farms

JAPAN—Fry of eels. Seiwa Trading Co., Ltd. (importer, exporter), 23, 1-chome, Takaba-cho, Nakamura-ku, Nagoya. WTD 4/69.

195 Small arms

PARAGUAY—All types of small arms for hunting, sport. Direct purchase and agency. Mr. Marcos C. A. Vaisenbrut, M. Vaisenbrut & Cia. S.M.C. (importer, wholesaler, retailer), Telehogar, Calle Palma 760, Asuncion. WTD 4/69.

196 Small arms ammunition

PARAGUAY—All types of small arms ammunition for hunting, sports. Direct purchase and agency. Mr. Marcos C. A. Vaisenbrut, M. Vaisenbrut & Cia. S.M.C. (importer, wholesaler, retailer), Telehogar, Calle Palma 760, Asuncion. WTD 4/69.

201 Meat products

JAPAN—Pork fat back. Seiwa Trading Co., Ltd. (importer, exporter), 23, 1-chome, Takaba-cho, Nakamura-ku, Nagoya. WTD 4/69.

203 Canning, preserving foods

ETHIOPIA—Preserved fruits, vegetables, baby foods. Requests price quotations c.i.f. Djibouti or Assab. Shantilal Valjee Desai, Ltd. (distributor), P.O. Box 900, Addis Ababa. WTD 4/68.

JAPAN—Frozen eels. Seiwa Trading Co., Ltd. (importer, exporter), 23, 1-chome Takaba-cho, Nakamura-ku, Nagoya. WTD 4/69.

205 Bakery products

JAPAN—Biscuits, cookies, crackers, wafers. Seiwa Trading Co., Ltd. (importer, exporter), 23, 1-chome, Takaba-cho, Nakamura-ku, Nagoya. WTD 4/69.

207 Confectionery

JAPAN—Fancy type chocolate coated candies, cakes. Seiwa Trading Co., Ltd. (importer, exporter), 23, 1-chome, Takaba-cho, Nakamura-ku, Nagoya. WTD 4/69.

209 Food preparations

JAPAN—Artificial meat products. Seiwa Trading Co., Ltd. (importer, exporter), 23, 1-chome, Takaba-cho, Nakamura-ku, Nagoya. WTD 4/69.

221 Broad woven fabric mills, cotton

MALAYSIA—Jeans for men, youths, boys. Tit Man Co. (importer, exporter, retailer), 163 Campbell St., Penang. WTD 4/69.

PARAGUAY—Cotton textiles for low, medium priced women's dresses; cotton twills for men's trousers. Mr. Marcos C. A. Vaisenbrut, M. Vaisenbrut & Cia. S.M.C. (importer, wholesaler, retailer), Telehogar, Calle Palma 760, Asuncion. WTD 4/69.

222 Broad woven fabric mills, manmade fiber, silk

PARAGUAY—Synthetic textiles for men's suits. Mr. Marcos C. A. Vaisenbrut, M. Vaisenbrut & Cia. S.M.C. (importer, wholesaler, retailer), Telehogar, Calle Palma 760, Asuncion. WTD 4/69.

231 Men's, youths', boys' suits, coats, overcoats

PARAGUAY—Heavy outerwear coats, jackets, including zippered windbreakers; formal jackets; sport coats. Mr. Marcos C. A. Vaisenbrut, M. Vaisenbrut & Cia. S.M.C. (importer, wholesaler, retailer), Telehogar, Calle Palma 760, Asuncion. WTD 4/69.

232 Men's, youths', boys' furnishings, work clothing

IVORY COAST—Apparel for following sports: golf, basketball, soccer, handball, boxing, tennis, volleyball, table tennis, camping, horseback riding, physical education. Requests replies in French. Mme. Caroline Konan (retailer), B.P. 8535, Abidjan. WTD in preparation.

233 Women's, misses', juniors' outerwear

IVORY COAST—Apparel for following sports: golf, basketball, handball, field hockey, tennis, volleyball, table tennis, camping, horseback riding, physical education. Requests replies in French. Mme. Caroline Konan (retailer), B.P. 8535, Abidjan. WTD in preparation.

234 Women's, misses', children's, infants' under garments

MALAYSIA—Women's, misses' underwear, corsets, allied garments. Tit Man Co. (importer,

exporter, retailer), 163 Campbell St., Penang. WTD 4/69.

249 Wood products

PARAGUAY—Framed pictures; wood novelties, specialties; woodenware. Mr. Marcos C. A. Vaisenbrut, M. Vaisenbrut & Cia. S.M.C. (importer, wholesaler, retailer), Telehogar, Calle Palma 760, Asuncion. WTD 4/69.

262 Paper mills

● **IRAN**—A total of 1145 metric tons of kraft and semi-kraft paper comprised of 851 metric tons of kraft, 205 metric tons of semi-kraft and 89 metric tons of kraft paper for glue tape. Substance of the kraft and semi-kraft papers to be 200 grams m^2 and 127 grams m^2 respectively with widths of bobbins ranging from 550 mm. to 755 mm.; bobbin core diameter to be 8-9 cm. and outside diameter of each 100-110 cm. Substance of kraft paper for glue tape to be 100 grams m^2 and 160 grams m^2 with bobbin width of 1200 mm.; bobbin core diameter to be 7-8 cm. and outside diameter of each 80-85 cm. Bid deadline June 18.

Copy of tender containing other specifications and conditions available from the Forest Products and Packaging Division, BDSA. Room 4007, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone 202-967-3003).

281 Industrial chemicals

● **BOLIVIA**—Supply of additives for oil and lubricating greases for a period of five years and related technical support. Tender No. 24/69, bid deadline 6 p.m., May 26. Division de Adquisiciones, Yacimientos Petroliferos Fiscales Bolivianos (YPFB), Casilla (P.O. Box) 401, La Paz. Tender documents (in Spanish) are available from the Chemicals Division, BDSA 665, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-3464).

BRAZIL—Xylenol; orto-phenyl-phenol; paraformaldehyde. INPAL S.A. Industrias Quimicas (importer, manufacturer, wholesaler), Rua Alcindo Guanabara. 24 grupo 809 Rio de Janeiro ZC-06 GB. WTD 7/68.

283 Drugs

PARAGUAY—Drugs, pharmaceuticals (except veterinary) in manufacturer's containers and in bulk form. Direct purchase and agency. Mr. Isaac Friedman, Farmacia Belvedere (agent, importer, wholesaler, retailer), Calle Brasil y Espana, Asuncion. WTD 4/69.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

BRAZIL—Textile intermediate processing assistants. INPAL S.A. Industrias Quimicas (importer, manufacturer, wholesaler), Rua Alcindo Guanabara, 24 grupo 809 Rio de Janeiro ZC-06 GB. WTD 7/68.

ETHIOPIA—Cosmetics, other toilet articles, perfumes, related items. Requests price quotations c.i.f. Djibouti or Assab. Shantilal Valjee Dessai, Ltd. (distributor), P.O. Box 900, Addis Ababa. WTD 4/68.

HONDURAS—Cleaner and freshener for bowling shoes. Bazar La Ganga (retailer), Attn: Mr. Jorge Dacarett, Calle Real No. 401, Comayaguela, D.C. WTD in preparation.

286 Gum, wood chemicals

CEYLON—CI direct black 38 extra highly concentrated dyestuff, fastness qualities not essential. Requests details of product offered. Mr. T. L. Peries, Managing Dir., CIAS Ltd., 150 Ward Place, P.O. Box 610, Colombo. WTD 12/68.

289 Chemical products

COLOMBIA—Adhesives for paper bag manufacturing industry. Compania Colombiana de Empaques Bates S.A. (manufacturers, distributors), Carrera 13 No. 63-39—Apartado Aereo No. 21467, Bogota. WTD 4/69.

291 Petroleum refining

● **BOLIVIA**—Notice for tender to supply over a five-year period various basic lubricating oils; average annual amount estimated at over $500,000. Tender No. 22/69, bid deadline May 26, 6 p.m. Technical advice and assistance in a planned $1.5 million modification to YPFB's lubricants plant in Cochabamba, Bolivia to be included in bid.

Direct tenders to: Division de Adquisiciones, Yacimientos Petroliferos Fiscales Bolivianos (YPFB), Casilla P.O. Box 401, La Paz, Bolivia. Cable—YACIBOL—LA PAZ. Correspondence requested in Spanish.

Specifications available in either English or Spanish, on a loan basis, from the Petroleum and Coal Division, BDSA-673, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone 202-967-2355).

307 Plastic products

ETHIOPIA—Corrugated transparent plastic sheets for roofing; laminated plastic sheets for building purposes. Requests price quotations c.i.f. Djibouti or Assab. Shantilal Valjee Desai, Ltd. (distributor), P.O. Box 900, Addis Ababa. WTD 4/68.

● **IRAN**—Plastic tape; red, 2 mm. wide, 6,000 meters long, 4,000 spools; blue, 2 mm. wide, 6,000 meters long, 4,600 spools; gold, 2.4 mm. wide, 6,000 meters long, 300 spools; for tearing off cellophane from cigarette pack. Tapes for use on automatic cellophane wrapping machine, Scandia type. Tender deadline June 15. Iranian Tobacco Co., Teheran.★ (Telephone: 202-967-3512).

314 Footwear, except rubber

HONDURAS—Bowling shoes, with size numbers. Bazar La Ganga (retailer), Attn: Mr. Jorge Dacarett, Calle Real No. 401, Comayaguela, D.C. WTD in preparation.

316 Luggage

ETHIOPIA—Attache cases, suitcases, hand luggage. Requests price quotations c.i.f. Djibouti or Assab. Shantilal Valjee Desai, Ltd. (distributor), P.O. Box 900, Addis Ababa. WTD 4/68.

322 Glass, glassware

PARAGUAY—Table, kitchen, art, novelty glassware. Direct purchase and agency. Mr. Marcos C. A. Vaisenbrut, M. Vaisenbrut & Cia. S.M.C. (importer, wholesaler, retailer), Telehogar, Calle Palma 760, Asuncion. WTD 4/69.

353 Construction, mining, materials handling machinery, equipment

COLOMBIA—Spare parts for bulldozer tractors. Munoz & Novoa Ltda. (importers, distributors), Carrera 15 No. 7-17, Bogota. WTD 4/69.

IRAN—Crane, mounted on four-wheel drive engine to carry 6,000 lb. concrete pole for power transmission from nearest road to distance between 200-2,000 meters in highly marshy area; concrete mixer mixing concrete on road, transferring through tube by compressor to site of erection of poles for foundation. Mr. M. Badii, Dir., Iran Cerberus Co. (importer), 593 Takhte-Jamshid Ave. or P.O. Box 12/1122, Tehran. WTD 4/69.

354 Metalworking machinery

FRANCE—Electric powered wood working hand tools for professional use. Direct purchase and agency. Interested in obtaining licensing rights. Avodec, S.A. (manufacturer, factory agent), 67 Thal-Marmoutier. WTD 11/68.

355 Special industry machinery

JAPAN—Advanced type food packing machinery. Seiwa Trading Co., Ltd. (importer, exporter), 23, 1-chome, Takaba-cho, Nakamura-ku, Nagoya. WTD 4/69.

PAKISTAN—Shoe manufacturing machinery plant to produce approximately 100,000 pairs of shoes per annum. Requests catalogs, quotations, c. & f., Chittagong. Kwick Corp. Ltd. (importer), 81-82 Farid Chambers, 7th Floor Victoria Rd., Karachi-2. WTD in preparation.

PARAGUAY—Machinery, equipment to produce kiln dried hardwood flooring (strips), in amounts of 10,000 sq. m. per month. Mr. Juan Belfort Gamell, Industrial Maderera Sajonia S.A. (manufacturer, exporter), Calle Capitan Aranda 1975, Asuncion. WTD 4/69.

358 Service industry machines

KOREA—One hundred sets of metering and dispensing pumps used in filling stations for gasoline, oil. Request quotations, catalogs. Hanam & Co. (wholesaler, retailer), Attn: Ko Gae Man, President, C.P.O. Box 5154, Seoul. WTD in preparation.

PARAGUAY—Air conditioners, room and unitary. Direct purchase and agency. Dr. Jaime R. Pena, Jr., Sudamerica S.R.L. (agent, importer, wholesaler, retailer), Calle 25 de Mayo 764, Asuncion. WTD 4/69.

361 Electric transmission, distribution equipment

● **ARGENTINA**—Supply 2 each 540 MVA, 2 each 7.5 MVA, 2 each 1.8 MVA, 2 each 500 MVA, 4 each 80 MVA Transformers. Tender No. 303, bid deadline July 1. Specifications available for approx. $115 from Hidronor S.A., Avda. L. N. Alem 1074, 4° Piso Buenos Aires, Argentina. Copy of request to be sent to Merz and McLellan, Amberley, Killingworth, Newcastle on Tyne 12 ORS, England. A $25 million Eximbank credit available for purchase.

● **KUWAIT**—Supply and installation of no-break alternating current power system for the telecommunications center under construction for the Ministry of Posts, Telephone, and Telegraph. Tender No. PTT/25-68/71 bid deadline May 27. Specifications available for $56 from the Central Tenders Committee, Sief Palace, Kuwait.

● **PERU**—Supply transformers, alternators, 220 Kv electrical equipment and 12.5 Kv and 10 Kv with accessories. Bid deadline June 2.

Specifications available from Motor-Columbus A.G., Parkstrasse 27, Baden, Switzerland. Cost $10. Financed by International Bank for Reconstruction and Development.

362 Electrical industrial apparatus

● **KOREA**—Supply 24 sets, 3 Kw engine generator; 6 sets, 10 Kw engine generator; 3 sets, 50 Kw engine generator; 2 sets, 100 Kw engine generator; 1 set, 200 Kw engine generator. Tender No. SLC-9049-P bid deadline May 15.

Office of Supply, Government of the Republic of Korea, Seoul, Korea. Specifications available from the Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-4241).

363 Household appliances

FRANCE—Modern household electrical equipment, kitchen appliances, including new gadgets. Direct purchases and agency. Literature, price lists requested, preferably direct from manufacturers. Subercazes, Roger (dealer), 252 Rue d'Ornano; 33- Bordeaux, Gironde. WTD 3/69.

PARAGUAY—Home refrigerators, one or two doors, with freezer, up to 15 cu. ft. Direct purchase and agency. Dr. Jaime R. Pena, Jr., Sudamerica S.R.L. (agent, importer, wholesaler, retailer), Calle 25 de Mayo 764, Asuncion. WTD 4/69.

THAILAND—Gas cooking stoves; gas-operated water heaters; household refrigerators, 14 cu. ft. and under. Direct purchase and agency. Tavasin Ltd. Partnership (importer, distributor), 920/6 Talad Noi, New Rd., Bangkok. WTD 8/68.

364 Electric lighting, wiring equipment

● **INDIA**—Supply 300 each sectioning insulators. Tender No. ES-6/504/36/268/CELL-201, bid deadline June 27. One copy of specifications available for review only, not for loan, from the Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230. Additional copies of specifications available for approx. $1.50 from the India Supply Mission, 2536 Mass. Ave., Washington, D.C. 20008.★ (Telephone: 202-967-4241).

366 Communication equipment

ETHIOPIA—All kinds of telephone sets, components, related equipment. Direct purchase and agency. "ADA" Agency (sales agent), P.O. Box 1219, Addis Ababa. WTD under preparation.

● **KUWAIT**—Supply and installation of a broad band radio transmission system, Tender No. PTT/12-68/72. Bid deadline July 6.

Tender documents may be obtained from the Central Tenders Committee, Sief Palace, Kuwait, upon payment of $140.

● **SINGAPORE**—Supply of automatic electronics error detecting and correcting time multiplex telegraph equipment. Bid deadline May 9.

Specifications may be obtained from the Telecommunications Department, 35 Robinson Road, Singapore 1, Singapore, by interested firms, upon payment of $200.

367 Electronic components, accessories

COLOMBIA—Television, radio, record-players electronic components. Industrias Electronicas Cymal Ltda. (assemblers, distributors, importers), Carrera 27 No. 6-10—Apartado Aereo No. 14933, Bogota. WTD 4/69.

369 Electrical machinery, equipment, supplies

QATAR—Storage batteries, automobile. Direct purchase and agency. Nehmeh Automotive & Trading Co. (NATCO) (importer, wholesaler, retailer, distributor), P.O. Box 99, Doha. WTD 12/68.

ETHIOPIA—Dry batteries, 1½ and nine volt. Requests price quotations c.i.f. Djibouti or Assab. Shantilal Valjee Desai, Ltd. (distributor), P.O. Box 900, Addis Ababa. WTD 4/68.

371 Motor vehicles, motor vehicle equipment

QATAR—Motor vehicle parts, accessories. Direct purchase and agency. Nehmeh Automotive & Trading Co. (NATCO) (importer, wholesaler, retailer, distributor), P.O. Box 99, Doha. WTD 12/68.

381 Engineering, laboratory, scientific, research instruments

● **ARGENTINA**—Supply of laboratory equipment including one spectrophotometer, 2 centrifuges, 2 soil and sediment granulometric analyzers, 2 analytical scales, 3 drying stoves, and one vacuum pump. Tender No. 1, bid deadline June 10. To be financed by a World Bank loan. Tender documents in Spanish. Correspondence preferred in Spanish. Requested by the Instituto Nacional de Technologia Agropecuaria, Rivadavia 1439, Buenos Aires, Argentina. Terms and specifications available on a loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 843-2386.

ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogn Bldg. Area Code 907 Tel. 272-6531.

ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. 962-3560.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 S. 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. 223-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803 Tel. 577-4171.

CHARLESTON, W. VA., 25301, 3000 New Federal Office Bldg., 500 Quarrier St. Area Code 304 Tel. 343-6181 Ext. 375 and 376.

CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave. Area Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216 Tel. 522-4750.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. 749-3287.

DENVER, COLO., 80202, 16419 Federal Bldg., 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313 Tel. 226-6088.

GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, Room 610-B, Federal Office Bldg., 450 Main St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 286 Alexander Young Bldg., 1015 Bishop St. Area Code 808 Tel. 546-5977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713 Tel. 226-4231.

JACKSONVILLE, FLA., 32202, P.O. Box 35087, 400 W. Bay St. Area Code 904 Tel. 791-2796.

KANSAS CITY, MO., 64106, Room 2011, 11 Walnut St. Area Code 816 Tel. 374-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 710 Home Federal Bldg., 147 Jefferson Ave. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414 Tel. 272-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612 Tel. 725-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., S., 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N.Y., 10007, 41st Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. Area Code 212 Tel. 264-0634.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Bldg., 230 N. First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Bldg., 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, ORE., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2028 Federal Bldg., 300 Booth St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314 Tel. 622-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 S. State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912 Tel. 232-4321.

SEATTLE, WASH., 98104, 8021 Federal Office Bldg., 909 First Ave. Area Code 206 Tel. 583-5615.

● **CHILE**—Supply of about 200 items in various quantities of laboratory equipment and scientific instruments. Tender No. S-10.

Bid deadline May 22.

Only equipment of U.S. origin will be considered. Payment will be under Inter-American Development Bank (IDB) credit. Preferable that bidders be legally represented in Chile. Requested by Universidad de Chile, Depto. Central de Adquisiciones, Alameda #1058, Apt. 219, Santiago, Chile. Terms and specifications available on a loan basis only from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

MALAYSIA—Hospital, school laboratory scientific instruments. Elton Agencies (retailer, agent, wholesaler, importer, exporter), 33-C Beach St., Penang. WTD 4/69.

382 Instruments for measuring, controlling, indicating physical characteristics

● **IRAN**—Supply of 16 units gas-oil meters with 3 in. inside diameter and output 30-40 cu. m. per hr. Tender No. 1708 & 1853/47, bid deadline June 18. Requested by Iranian State Railways, Tehran, Iran. Terms and specifications available on a loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

384 Surgical, medical, dental instruments

TAIWAN—Hospital equipment, supplies. Direst purchase and agency. Hemisphere Enterprise Co., Ltd. (importer, agent), 250, Section 3, Roosevelt Road, Taipei. WTD under preparation.

394 Toys, amusement, sporting goods

HONDURAS—Bowling pins (ten pins). Bazar La Ganga, Attention Jorge Dacarett, Calle Real No. 401, Comayaguela, D.C. WTD under preparation.

IVORY COAST—Equipment for following sports: golf, basketball, soccer, handball, boxing, weight lifting, tennis, volleyball, table tennis, camping, horseback riding. Requests replies in French. Mme. Caroline Konan (retailer), B.P. 8535, Abidjan. WTD in preparation.

PARAGUAY—Toys, amusement, fishing, hunting, camping, golf goods. Mr. Marcos C. A. Vaisenbrut, M. Vaisenbrut & Cia. S.M.C. (importer, wholesaler, retailer), Telehogar, Calle Palma 760, Asuncion. WTD 4/69.

399 Manufacturing industries

SPAIN—All kinds of gift-articles; primarily interested in novelties. Prominsa Latino Americana, S.A. (importer, distributor), write: Juan Bravo 49 (duplicado), Madrid (6), Spain. WTD 4/69.

781 Motion picture production, distribution

MALAYSIA—Audio visual program production for schools. Elton Agencies (retailer, agent, wholesaler, importer, exporter), 33-C Beach St., Penang. WTD 4/69.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, preserving foods

SPAIN—All classes of canned foods, especially interested in those not yet represented in Canary Islands. Sucesores de Domingo Perez Garcia (agency), Apartado Postal #46, Arrecife de Lanzarote (Gran Canaria). WTD 3/69.

236 Girls', children's, infants' outerwear

THAILAND—Children's, infants' dresses. Indent agency. Requests catalogs, brochures, c.i.f. Bangkok prices. Sixco Ltd., Part. (importer, wholesaler), 185 Luang Rd., Bangkok. WTD in preparation.

241 Logging camps, logging contractors

SPAIN—Douglas fir pine, especially from Pacific Coast. Antonio Papi Llorca (agent), Alemania 9, Alicante. WTD 4/69.

281 Industrial chemicals

SWITZERLAND—Additives, similar products for plastics, rubber, paper, paint, other chemical industries. ACIMA AG fur Chemische Industrie (agent, distributor), Postfach, 9470 Buchs/SG. WTD in preparation.

282 Synthetic materials

SWITZERLAND—Additives, similar products for plastics, rubber industry. ACIMA AG fur Chemische Industrie (agent, distributor), Postfach, 9470 Buch/SG. WTD in preparation.

287 Agricultural chemicals

PAKISTAN—Agricultural pesticides, insecticides such as carbaryl, malathion, phosphamidon dichlorvos, bidrin/carbicron, fenthion, dimethoate. Firm requests quotations, c. & f., Karachi. Temco Pakistan (importer, indent agent), No. 3 Motiwala Mansion, Frere Rd., Karachi. WTD 3/69.

329 Abrasive, asbestos, metallic mineral products

SWITZERLAND—Grinding wheels, abrasives for metalworking industry. Vilcomet AG (importer, distributor), Flughofstrasse, P.O. Box, 8152 Glattbrugg. WTD 4/69.

331 Steel mill products

FRANCE—Double-head nails of special type (steel; wire or cut; from 50 to 100 millimeters in length) designed for utilization by building contractors in construction of "coffrage" (wood framework), plank-lining, related work. Descriptive literature, sample of nails, price list requested. Nivaldia (dealer, sales agent), "La Beroye"; Rue Sergent-Capmas; 64- Bayonne, Basses-Pyrenees. WTD 7/68.

ISRAEL—Tin plate for canning industry. AMGAV Distribution Ltd. (importer, manufacturer, wholesaler and retail distributor, agent), 25 Karlbach St., Tel Aviv. WTD 2/69.

Stainless steel sheets, tubes, flats, rounds, squares and other forms; tin plate. Exclusive agency. Eliahu Pshouti (commission agent), 8 Mikve Israel St., P.O. Box 2915, Tel Aviv. WTD in preparation.

335 Rolling, drawing, extruding of nonferrous metals

ISRAEL—All types of nonferrous metals for construction, industrial uses. Exclusive representation. AMGAV Distribution Ltd. (importer, manufacturer, wholesale and retail distributor, agent), 25 Karlbach St., Tel Aviv. WTD 2/69.

342 Cutlery, hand tools, general hardware

ISRAEL—Soldering guns and tools, hand and electric, for metalworking industry. Exclusive representation. AMGAV Distribution Ltd. (importer, manufacturer, wholesaler and retail distributor, agent), 25 Karlbach St., Tel Aviv. WTD 2/69.

THAILAND—Builders' hardware. Indent agency. Requests catalogs, brochures, c.i.f. Bangkok prices. Sixco Ltd., Part. (importer, wholesaler, commission agent), 185 Luang Rd., Bangkok. WTD in preparation.

349 Fabricated metal products

ISRAEL—All kinds of valves including reducing, mixing, relief, safety, solenoid, gate,

Valuable series

Which overseas markets have been good customers for products like yours, so that you can select those that show best future potential?

An excellent place to start your investigation is the U.S. statistics on exports—the Census Bureau's FT-410 series, which shows exports, by commodity, to country of destination.

From these monthly reports, you can learn which of some 169 countries have bought any of more than 3,000 U.S. products. By checking U.S. exports of your products for three or four years, you can determine which countries have been the largest and most consistent markets. In some instances, the FT-410 statistics will also give you an indication of the average price for your product in a given market.

"Introductory Guide to Exporting," published April 1968 by U.S. Department of Commerce

stainless steel, steam, water. AMGAV Distribution Ltd. (importer, manufacturer, wholesaler, retailer, agent, distributor), 25 Karlbach St., Tel Aviv. WTD 2/69.

353 Construction, mining, materials handling machinery, equipment

MEXICO—Oil field machinery, equipment, tools. Motores Diesel, S.A. (dealer), Bernal Diaz No. 35-C, Mexico 3, D. F. WTD 2/69.

354 Metalworking machinery

SWITZERLAND—Air and pneumatic hand tools, all kinds. Bandfix AG (importer, distributor), Badenerstrasse 585, 8048 Zurich. WTD 8/68.

Small grinders, sanders, lathes, accessories. Vilcomet AG (importer, distributor), Flughofstrasse 41, P.O. Box, 8152 Glattbrugg. WTD. 4/69.

THAILAND—Machine tools, all types. Indent agency. Requests catalogs, brochures, c.i.f. Bangkok prices. Sixco Ltd., Part. (importer, wholesaler, commission agent), 185 Luang Road, Bangkok, Thailand. WTD under preparation.

355 Special industry machinery

MEXICO—Petroleum refinery equipment: vapor phase, cracking process condensers, tubes, stills. Motores Diesel, S.A. (retailer), Bernal Diaz No. 35-C, Mexico 3, D. F. WTD 2/69.

SPAIN—All classes of machinery, equipment for water treatment, purification, including desalting units. Depuracion de Aguas, S.A. (agent, technical consultants), Gordoniz 44, Bilbao (2). WTD 3/69.

SWITZERLAND—Special machinery, related equipment for manufacture of semiconductors, thin and thick film circuits. ESEC S.A. Sales and Consulting (agent, distributor), Baarerstrasse 57, P.O. Box 32, 6300 Zug, Switzerland. WTD 3/69.

362 Electrical industrial apparatus

ISRAEL—Electric, electronic pressure and temperature control instruments, apparatus and equipment for steam, water, air, gas. Exclusive representation. AMGAV Distribution Ltd. (importer, manufacturer, wholesaler and retail distributor, agent), 25 Karlbach St., Tel Aviv. WTD 2/69.

363 Household appliances

SPAIN—All classes of household appliances. Sucesores de Domingo Perez Garcia (agency), Apartado Postal #46, Arrecife de Lanzarote (Gran Canaria). WTD 3/69.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him and yourself.

Ask the Department of Commerce Field Office for advice.

369 Electrical machinery, equipment, supplies

THAILAND—Motor generator sets. Indent agency. Requests catalogs, brochures, c.i.f. Bangkok prices. Sixco Ltd., Part. (importer, wholesaler, commission agent), 185 Luang Rd., Bangkok. WTD in preparation.

371 Motor vehicles, equipment

SPAIN—Accessories for automobiles, especially for sports cars. Automotive International Espanola, S.A. (importer, distributor), Av. de Tenientes 1, Motrico, Guipuzcoa. WTD 2/69.

Leads for Importers

Commodities are offered direct unless specified

203 Canning, preserving foods

ITALY—Canned, dehydrated food products. Carlo & Vittorio Ursini (sales agent), 18 Via Carlo De Cesare, 80132 Naples. WTD 3/69.

204 Grain mill products

MEXICO—Flour hot chili specially prepared for flavoring sauce, other edible dressings. Samples on request. Requests replies in Spanish. "Agencia Comercial Vargas" (Guillermo Vargas Parra) (manufacturer), Juarez No. 290 Pte., Apartado Postal No. 16, Los Mochis, Sinaloa, Mexico. WTD 4/69.

208 Beverage industries

ITALY—Wines, bottled liquors. Carlo & Vittorio Ursini (sales agent), 18 Via Carlo De Cesare, 80132 Naples. WTD 3/69.

209 Food preparations

MEXICO—Pulverized mollusc matter and crustacea ready prepared for use by feed manufacturers (specially good in preparation of balanced fish, ornamental, feed). Three different parts mixed proportionally consist of: whole shrimp, cooked, machine salted and dried, pulverized; (Zapatera Marina) threadfish, meat only, salted and dried by machine process and pulverized; marine tortoise, mother with eggs in womb, cooked, machine salted and dried, pulverized. Requests replies in Spanish. "Agencia Comercial Vargas" (Guillermo Vargas Parra) (manufacturer), Juarez No. 290 Pte., Apartado Postal No. 16, Los Mochis, Sinaloa, Mexico. WTD 4/69.

242 Sawmills, planing mills

MALAYSIA—Dark and light red meranti, kruing, merawan, jelutong, ramin lumber. Direct sales and through agents. Sharikat International (sales agent, wholesaler, exporter), 10th Floor, Chartered Bank Bldg., Jalan Ampang, Kuala Lumpur, Selangor. WTD 4/69.

343 Heating apparatus, plumbing fixtures

MEXICO—Laminated industrial burners using 50% each diesel and burnt oils; operated by regulator which shuts off flame completely in case of sudden rise in ambient temperature; scale of temperature protection: 500 burners will protect from freeze, 100 hectare crop of tomato plantings, chili, strawberries, cucumbers, watermelons, melons, other related fruits and vegetables. While 400 burners will only maintain prevailing atmospheric temperature 4 to 5 degrees under same crop acreage (100 hectares). Requests replies in Spanish. Write: "Agencia Comercial Vargas" (Guillermo Vargas Parra) (manufacturer), Juarez No. 290 Pte., Apartado Postal No. 16, Los Mochis, Sinaloa, Mexico. WTD 4/69.

352 Farm machinery

NORWAY—Lawn mowers, snow throwers; electric powered or gasoline. DEFA Elektro Mekanisk Fabrikk (distributor, manufacturer), Sandviksveien 183, 1300 Sandvika, Norway. WTD 3/69.

372 Aircraft, parts

FRANCE—Gas micro-turbines (aircraft auxiliary), parts such as turbo-generators; converter sets; A.P.U.; starters. Microturbo, S.A. (manufacturer, exporter), Chemin du Pont de Rupe; 31- Toulouse, Haute-Garonne. WTD 9/68.

Korea lists tenders for communication items; spares for teleprinters

The Office of Supply, Government of the Republic of Korea, has issued three Tenders as follows:

Tender No. KFX-9045-S—supply of broadcast and communications equipment. Bid deadline May 21.

Bid should offer five audio tape recorders, full track, 7½ and 15 ips; three portable audio tape recorders, full track. 7½ and 15 ips; four audio tape recorders, full or half track 3¾ and 7½ ips; seven turntables; nineteen microphones, six receivers (500 KHZ to 32 MHZ) four FM receivers (88-108 MHZ), six 10 Kw diesel generators; and various items of test equipment.

Tender No. SLC-9042n—supply of spare parts for communications equipment. Bid deadline May 22.

Bid should offer various spares of VHF radio equipment, microwave equipment, carrier equipment; seven vacuum tube voltmeters. Two transistor checkers, seven signal generators, ten KHZ to 75 MHZ; thirty-four telephone oscillators and fifty telephone test meters.

Tender No. SLC-9051P—supply of spare parts for teleprinting equipment. Bid deadline May 28.

Bid should offer spare parts for model M-28 teleprinter. M-15 and M-19 teleprinter, transmitter distributor facsimile models TT-41B/Txc-1B and PP-86D/Txc-1 and various items of tubes, meters and switches.

Copies of tender announcements and specifications for the above tenders are available from the Korean Embassy 2320 Mass. Ave. NW., Washington, D.C. 20008 or on a short-term loan basis to firms located in the U.S. from the Communications and Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: Code 202-967-4823).

Australia accepting bids on viaduct construction

The New South Wales Department of Railways invites firms to register for bidding on the construction of a railway viaduct (Contract No. ESR 1003).

Work includes: construction of a 1,400 foot post-tensioned reinforced concrete viaduct girder from sections 36-42 ft. wide; construction of tunnel portal and abutment structures; construction of nine reinforced concrete support piers, seven on steel-encased reinforced concrete piles 3 feet 6 inches in diameter, and two on reinforced concrete spread footings; and erection of steel support structures for overhead wiring. Track laying is not part of the contract.

Interested firms should register by May 14, by letter to the Chief Civil Engineer, New South Wales Department of Railways, P.O. Box 29, GPO Sydney, N.S.W. 20001, Australia. Letters must indicate financial and technical resources and a record of previous similar achievements.

A registration fee of 200 Australian dollars ($224) must accompany the letter with a copy of memorandum and articles of incorporation and a certified copy of the firm's common seal or other device for executing formal contracts. Bids will be invited from registered firms.

Thailand to buy electrical and construction equipment

The Metropolitan Electricity Authority, 121 Chakraphet Road, Bangkok, Thailand, will purchase 405 each bus support clamps; 97 each bus support coupler; 20 each bus support clamp; 332 each tee connectors; 60 each terminal connectors; 300 each hexagon head bolts; 300 each hexagon nuts; 300 each round spring lock washers; 180 each corona bell, internal type; 40 each clamp type terminal connector. Tender No. MEA-PSD-150.

Bid deadline May 29. Specifications available from the Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, Washington, D.C.★ (Telephone: 202-967-4241).

Poland plans expansion, modernization of textile industry

Metalexport's Textile Import Director Augustyn Szczepanski, Mokotowska 49, Warsaw, Poland has expressed an interest in U.S. textile machinery.

Szczepanski is interested in receiving brochures and catalogs from U.S. companies manufacturing machinery for the processing of cotton, wool, synthetics and blends from raw stock to finished cloth including knitting machinery. He would also like brochures on packaging machinery related to the textile industry.

Poland is also interested in a complete tannery as well as shoe making machinery.

Sudan extends bid deadline

The bid deadline on the $5 to $6 million Sudan tender covering 1969/70 requirements of drugs, pharmaceutical products and surgical dressings has been extended from Apr. 30 to May 15. (See INTERNATIONAL COMMERCE, Apr. 7, p. 34.)

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

AUSTRALIA—Australian Consolidated Industries, Ltd. (ACI) is to build a **glass manufacturing plant** at Newcastle, approximately 108 miles north of Sydney.

The plant will be devoted principally to the manufacture of glass bottles and will work in conjunction with Tooheys' brewery, also planned for Newcastle. Also, Consumer Glass (Canada) working with Australian entities has investigated opportunities for building new glass bottle plants in Melbourne and Sydney.

The Broken Hill proprietary Co. Ltd. has announced a **major expansion program for the iron and steel making complex** operated by their subsidiary, Australian Iron and Steel Pty. Ltd. at Port Kembla, roughly 50 miles south of Sydney, on the coast.

The program, estimated to cost approx. $168 million, will be carried out over a period of three years. The program will include a fifth blast furnace, installation of a new oxygen steelmaking shop, new coke oven batteries, and substantial additions and improvements to the plant's rolling mills and associated service facilities.

The New South Wales Department of Public Works currently has in hand a plan for **improvements to the inner harbor at Port Kembla.** At present, the harbor has a maximum depth of 38 ft. and is 834 ft. long. Further deepening and extension of the harbor so that it can cope with the increased traffic, especially ore carriers, and new wharves for the iron and steel mill are envisaged.

U.S. equipment and services firms interested in obtaining more details should write to Mr. D. Sawer, Broken Hill Proprietary Co. Ltd., Essington Lewis House, 500 Bourke St., Melbourne, Vic. 3000; construction firms should write the Deputy Chief Engineer in charge of Operation and Construction, Department of Public Works, State Office Block, Phillip St., Sydney, N.S.W. 2000.

As individual harbor contracts are opened for public tender they will be announced in INTERNATIONAL COMMERCE.

CANADA—The Northern Natural Gas Co. of Omaha, Nebraska, has announced plans to construct **two major natural gas pipelines from Canada to the U.S.** at a cost estimated at $1.4 billion. Costs of related gas exploration, development, and production facilities could well bring the investment total to $3 billion according to expert opinion.

The first would be a 900-mile, 36-in. line from Empress, Alberta, to North Branch, Minnesota, scheduled for completion in 1972 with an initial capacity of 360 mmcf/d expanding to 960 mmcf/d in 1979.

The second would be a 1,710-mile, 36-in. line from Pointed Mountain, Northwest Territories to North Branch, Minnesota, scheduled for completion in 1975 with an initial capacity of 360 mmcf/d expanding to 1,800 mmcf/d in 1979.

CENTRAL AFRICAN REPUBLIC—The **reconstruction and maintenance of the 64-mile road** linking Bangui, the capital and major trade and industrial center, to the town of M'Baiki in Lobaye Province, will benefit an area which has potential for further agricultural development.

The improvement, with International Development Association assistance, comes at a time when economic activity in the region is expected to expand with the granting of new logging concessions, plans for the growing of new crops, and building of several miles of feeder roads.

The project is part of a program with a three-pronged objective: improved internal transport; improvement in providing access to the sea; and better road maintenance.

Studies under way, with financial assistance from the United Nations Development Program and the World Bank as executing agency, include an investigation of the possibility of providing an alternative access to the sea by road and rail to Douala. At present, the costly and time-consuming 1,125-mile river-rail route via Brazzaville to the port of Pointe Noire carries virtually all of Central African Republic's international trade. A feasibility study for another road construction project is being made and a program of improved maintenance of the country's entire road network is under preparation.

COLOMBIA—The Export-Import Bank and Empresa Colombiana de Petroleos have signed a $9.5 million Alliance for Progress credit agreement. Proceeds of the credit will be used to finance the purchase in the United States of equipment and services needed in the **construction of a petrochemical plant** at Barrancabermeja in northern Colombia. The new plant will be owned and operated by Empresa Colombiana de Petroleos, an agency of the Government of Colombia.

The prime U.S. contractor for the new undertaking, selected by the Colombian firm on the basis of competitive bidding, is Universal Oil Products Co. of Des Plaines, Ill., which will be responsible for the U.S. equipment purchases.

COSTA RICA—A $7.5 million Inter-American Development Bank loan, extended in line with Alliance for Progress goals, will be used to finance the following works in the Provinces of Alajuela, Cartago, Guanacaste, Heredia, Limon and Puntarenas:

The construction or improvement of 19, **two-lane roads** with a total length of 213 miles, of which 109 miles will be connecting roads to the national highway system and 104 miles will be access roads; and the construction of two **all-year bridges,** one over the Sarapiqui River in Heredia Province, and the other over the Saavegre River in Puntarenas Province.

In addition, the program calls for the preparation of feasibility and engineering studies for a possible ferry service between Playa Naranjo on the Nicoya Peninsula and the port of Puntarenas.

ECUADOR—The Inter-American Development Bank has approved a loan equivalent to $1.5 million to help expand the **teaching facilities of a university-level technical school** in Ecuador. The borrower is the Escuela Politecnica Nacional (EPN), Quito.

The entire project calls for the construction of the following: One building with 3,000 sq. m. of floor space; another with 3,500 sq. m. of floor space for classrooms and subsidiary facilities; an auditorium with a capacity of 800 students and an area of 2,500 sq. m.

The Bank's loan resources will also be used to purchase laboratory equipment for the various engineering and scientific courses, and textbooks and teaching materials; to introduce a planning service for the school's educational program, a documentation center for instruction and research, and a data-processing center for use by the school and other public institutions. In addition, technical assistance, including the hiring of consultants, will be provided to help carry out the project.

ITALY—Reportedly, construction of a **Fiat plant** for the production of automotive components and fork-lift trucks, as well as facilities for warehousing and delivery of automobiles, trucks and automotive spare parts will begin next May and be completed by August, 1970.

Gianni Agnelli, president of Fiat, signed an agreement in April with industrial development authorities at Bari to purchase approximately 200 acres of land, of which about 30 acres will be covered. Under the agreement, the Bari industrial development authorities will provide the infrastructure necessary for operation of the new plant.

The Bari plant is to be a partial implementation of Fiat's $56 million investment program in South Italy and a significant development for the area's economy. It should offer interesting sales opportunities for U.S. exporters of machinery and equipment for the automotive industry.

PAKISTAN—Expansion of telecommunications services, one of the most urgent needs in Pakistan, will be assisted by a credit of $16 million from the International Development Association.

The funds will be used for the expansion of the subscribers distribution network, extension of the trunk network, rural installations, the improvement of HF radio facilities, and for the services of consultants to assist in improving efficiency of operations by the formulation of sound financial and management policies and the adoption of an effective accounting system.

SINGAPORE—The Government of Singapore announced in late March that its **satellite earth station** will be built on the eastern part of Blakang Mati Island, which is immediately south of Keppel Harbor.

Tender specifications for construction of the station, associated buildings, site works, and the telecommunications link between the station and the city are now being prepared and will be circulated soon. Total cost is expected to be around $4.5 million. Construction is expected to take one year.

The station will be aimed at the Indian Ocean satellite and will provide a direct communications link with stations from England to Japan and Australia.

Businessmen interested in supplying engineering services or equipment for this project may contact Mr. W. V. Osten, director, Telecommunications Dept., 35 Robinson Road, Singapore 1. Cable: DIRTEL Singapore.

TURKEY—A further **expansion of agricultural production** in Turkey will be made possible by the execution of the second stage of the Seyhan project for irrigation, drainage and on-farm development in the Adana Plain.

Potentially one of the richest areas in Turkey, the Adana Plain is located in the south between the Taurus Mountains and the Mediterranean Sea. The whole region is being developed in stages as a multipurpose project comprising flood control, power generation and irrigation. The World Bank has been associated with this development for nearly 20 years.

The second stage, now being financed, provides for the irrigation and drainage of 97,000 acres and on-farm development of these and an additional 22,240 acres.

The project also includes the construction of a factory for the production of concrete pipe required for the irrigation works, and the training abroad of Turkish personnel in irrigation and land-leveling works and in agricultural extension services.

Visiting Buyers and Officials

ARGENTINA—Messrs. Raul Schwarsztein and Gregorio Szumanski, Tecnicold, S.A.I.C., Italia 1951, Rosario, Prov. Santa Fe, **interested in contacting U.S. manufacturers of home, industrial and portable airconditioning equipment and requesting technical information.** Apr. 20 via Miami for three weeks. c/o Dunham Bush Intl., 1001 NE 125 St., North Miami, Fla. 33161. Itinerary: Miami, New York, Chicago, Boston, Detroit, Los Angeles. WTD in preparation.

Marcelino Abello, M. Abello S.A.I. y C., Brandsen 499, Ramos Mejia, Province of Buenos Aires, **interested in contacting U.S. manufacturers of alfalfa dehydrating equipment and grain conveyors and requesting technical information.** Apr. 23 via New York for three weeks. c/o Bryce Hess, 1841 W. 107th St., Chicago, Ill. 60643. Itinerary: New York, Chicago. WTD in preparation.

ETHIOPIA—Representative of Success Motivation Associates, P.O. Box 121, Addis Ababa, **interested in importing from U.S. equipment for training, audio visual education, stationery. providing advertising services, and in exporting to U.S. coffee, hides and skins, Ethiopian handicrafts and requesting technical information on establishing small scale industries.** May 12 via Chicago for six days. c/o Commerce Field Offices en route: Itinerary: 5/12-15 Chicago, 5/15-17 New York. WTD 4/68.

FRANCE—Marc Van Ysendick and Gilbert Killian, AMECO, 1 rue de Guebwiller, 68 Mulhouse-Kingersheim, **interested in licensing rights for automatic bag filling machines and finding sales agents or licensees for AMECO's materials handling equipment, loaders and industrial feed and dosing installations.** May 5 via New York for three weeks. c/o Commerce Field Offices en route. Itinerary: 5/5-7 New York, 5/8-13 Miami, 5/14-15 Houston, 5/15-16 Los Angeles, 5/17-19 San Francisco, 5/20 Denver, 5/21 Chicago, 5/22-23 Cleveland, 5/26-28 New York. WTD in preparation.

INDIA—Anil Bihari Ganguli, Financial Advisor, East Anglia Plastics (India) Ltd., East Anglia House, 3 Camac St., Calcutta 16, **interested in technical and financial collaboration for new products in the plastics and chemical industries such as PVC containers and packaging materials for edible oils, lubricants, food products, PVC coated iron sheets, paper products, and polyethylene fabrics and importing equipment required for this project.** Apr. 24 or 25 via New York for two weeks. c/o Biltmore Hotel, Madison Ave. & 43rd St., New York, N.Y. 10017. Itinerary: N.Y. WTD 5/68.

LEBANON—Wafik Ariss, pres., Chafik Ariss et Fils, P.O. Box 173, Beirut, **interested in locating U.S. suppliers and new products for electrical lighting and timing equipment, traffic organization studies and traffic equipment, police equipment.** May 12 via New York for approx. one month. c/o Mr. MacLachlan, Technipol International, 1200 5th St., Berkeley, Calif. 94710, telephone: 415-527-6350. Itinerary: New York, 5/19 Chicago, 5/21 San Francisco, other stops as required. WTD 2/69.

PORTUGAL—Francisco Paulo de Magalhaes Bastos, Ed. Ferreirinha & Irmao-Motores e Maquinas Efi, S.A.R.L., Rua da Boa Nova 125, Oporto, **interested in exporting firm's equipment to U.S., such as machine tools, lathes, drilling machines, small diesel engines, marine diesel engines, component machine parts.** Apr. 30 via Philadelphia for 22 days. Itinerary: Philadelphia, 5/3-14 Chicago c/o Palmer House, 17 E. Monroe St., Chicago, Ill. 60690, 5/15-22 Minneapolis c/o Leamington Hotel, 1014 3rd Ave. S., Minneapolis, Minn. 55404. WTD 4/68.

SOUTH AFRICA—R. Ulemek, representing Contimontana group of companies including Continental Engineering Co. and Montana Steel Corp. (Pty.) Ltd., P.O. Box 5228, Johannesburg, **interested in purchasing three or four new or used cold rolling mills** for 25"-48" wide 10 gauge steel strip, ancillary slitting machines, cut-to-length lines, press brakes, guillotines; purchasing complete plant for painting and/or plastic coating and baking steel sheets up to 35" x 45'; **purchasing machinery for manufacturing plastic building components** such as wall panels, gutters, down spouts, building blocks; entering **joint ventures to manufacture in South Africa, prefabricated steel or steel frame building, steel roofing and decking, and commercial and agricultural trailers.** May 12 via New York for two weeks. c/o South African Consulate General, 655 Madison Ave., New York, N.Y. 10021. Itinerary: dependent on business inquiries. WTD under revision.

Frederick C. Marcus, chairman, Frederick C. Marcus & Co. (Pty.) Ltd., P.O. Box 3039, Cape Town, Cape Province, **interested in direct purchase and agency for surgical and medical instruments and sundries, electro-medical and electronic equipment;** will attend Urological Convention in San Francisco. May 10 via San Francisco for 12 days. c/o Hotel Mark Hopkins, 999 California St., San Francisco, Calif. 94106. Itinerary: San Francisco. WTD 4/68.

SHAPE seeks supply bids for communication equipment

The Purchasing and Contracting Office, Ace Communications Electronics Equipment, Cande Division, Shape, Belgium, has issued Tender No. 69-04 PS/MEB, for the supply of switchboard and field telephones. Bid deadline is June 24.

Bids should offer three portable field type switchboards, manual 10/30 lines with trunk dialing facility for civil access, six field type telephones LB/CB with dialing attachment and 50 desk type telephones, CB without dial.

Copies of the tender announcement and specifications are available from the Purchasing and Contracting Office, Ace Communications Electronics Equipment, Cande Division, Shape, B-7010 Belgium, or on a short-term loan basis to firms located in the U.S. from the Communications and Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-4823).

New Books and Reports

***Statistics of the Occupational and Educational Structure of the Labor Force in 53 Countries.* Published by the Organization for Economic Co-operation and Development. Paris. 1969. 288pp. $7.**

Data on the occupational and educational structure of the labor force in countries with a population of one million or more inhabitants comprises this volume. The figures were collected from recent population censuses by the OECD and the London School of Economics and Political Science, in connection with a number of projects in educational planning.

The volume is divided into two sections: OECD member countries and non-member countries. The tables, arranged in each section by country, are: occupation by branch of economic activity; occupation by education; education by branch of economic activity. The first two tables are presented separately, where possible, as: all major occupational groups; minor occupational groups; selected professional occupations. In tables classified by education, a separate subtable is given showing the breakdown of higher education by field of study, when available.

Write: OECD Publications Center, Suite 1305, 1750 Pennsylvania Ave. NW., Washington, D.C. 20006.

***Some Patterns in the Rise of the Multinational Enterprise.* By Jack N. Behrman. Published by the University of North Carolina at Chapel Hill. 1969. 180pp. $2.95.**

Since 1965 the author has been part of an eight-man investigation team studying the multinational enterprise under a grant from the Ford Foundation, through the Harvard Business School. This monograph is one product of the research he has conducted under the grant.

Chapter headings include: origins—economic and governmental factors; growth and significance—evidence of growth, number and size of companies investing and their affiliates, patterns of industrial concentration, and ownership within the multinational enterprises; essential characteristics—the management center, integration of the enterprise, ownership implications of centralization, and special problems facing the European multinational enterprise; and internationalization—de-nationalization of management overseas, image projection, and divergent concepts of the multinational enterprise.

Write: Graduate School of Business Administration, University of North Carolina, Chapel Hill, N.C. 27514.

***The Far East and Australasia 1969.* Published by Europa Publications Ltd. London. 1969. 1,200pp. $25.**

More than 50 specialists from Great Britain, the United States, Asia and Australasia have contributed essays on the countries of Asia and the Pacific, and on the problems affecting the area as a whole.

Directories of each individual country cover constitution, government, diplomatic representation, political parties, judicial system, religion, the press, publishers, radio and television, finance, trade and industry, industrial organizations, transport, power, tourism, and education. The final section is a Who's Who of the prominent people in or closely connected with the region.

Write: Europa Publications Ltd., 18 Bedford Sq., London, W.C.1, England.

Pan Am guide covers trade fairs

A 76-page directory, *International Trade Fairs 1969*, published by Pan American World Airways, covers 2,000 trade fairs, classified and indexed by product, country and date.

The guide was designed to help the exporter explore new markets and introduce new products to established markets. The directory includes both the national and international trade fairs in some 60 countries, and listings cover every type of industry from dairy products to electronics.

There is also a section on the permanent U.S. Trade Centers with dates of scheduled exhibits. A listing of principal holidays on which businesses abroad are closed helps the traveler avoid wasted days. The guide concludes with a bibliography of further source material.

Copies of the publication are available at any Pan Am Sales Office.

***Commercial Policy and Economic Development in India.* By V. S. Vartikar. Published by Frederick A. Praeger. New York. 1969. 168pp. $15.**

The author analyzes India's commercial policy since 1947, when the country gained independence from Britain. He deals first with the economy, agriculture, labor, and the need for capital formation. While he considers export trade of importance to India's economy, he does not believe that export industries will become a leading development factor. He sees the Government's efforts at export promotion as amounting primarily to price reduction for the benefit of foreign countries and therefore not helpful to India's national interest. He discusses export restrictions and export taxes, and the balance-of-payments problems created by a continuous rise in imports and a comparative stagnation in exports.

He devotes chapters to import-substitute industrialization, to commercial policy and agricultural development, and to planning and price mechanism.

Write: Frederick A. Praeger, Publishers, 111 Fourth Ave., New York, N.Y. 10003.

***Overseas Business Reports.* U.S. Department of Commerce. Washington, D.C. 1969. $16 per year. ($5 additional for overseas mailing), 15 cents per copy.**

Basic Data on the Economy of Switzerland. OBR 69-3. 14pp. Information is presented on geography, government, structure of the economy, industrial sectors, agriculture, labor force, finance, foreign trade, development planning, and outlook for the economy.

The Use of Market Share Reports—Country Report on Italy. OBR 69-6. 8pp. A market share report on Italian imports of manufactured products serves as a sample of how a U.S. company can profit from using the report.

Latin American Economic Integration: Implications for U.S. Business. OBR 69-7. 14pp. This report considers the various trade groups in Latin America: LAFTA, the Andean Subregional Group, CACM, and CARIFTA.

Write: any Department of Commerce Field Office or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

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Calendar *for international traders*

ATLANTA—May 14—Third of 6 International Business Systems Seminars, Commerce Field Office, 9:30 a.m.-4 p.m. Sponsors: Commerce Field Office, Georgia State College.

CHICAGO—May 14—Canada Day in Chicago, Furniture Club of Chicago, 12 noon. Sponsors: Canadian Club of Chicago, Canadian Consulate General, Chicago Assn. of Commerce & Industry.

CHICAGO—May 20—Chicago Assn. of Commerce & Industry special meeting on Viet-Nam trade possibilities, 30 W. Monroe St., 2:30 p.m. Speakers: Vietnamese deputy minister of commerce, director of commercial aid.

CHICAGO—May 22—In-Office Meeting, Commerce Field Office.

CLEVELAND—May 11-14—34th International Marketing Congress, Sheraton-Cleveland Hotel.

CLEVELAND—May 22—24th Annual Cleveland World Trade Conference, Sheraton-Cleveland Hotel. Sponsor: Cleveland World Trade Assn.

CLEVELAND—May 28—Basic Export Workshop, Greater Cleveland Growth Assn., 10 a.m.-12 noon. Sponsors: Commerce Field Office, Small Business Administration, Cleveland World Trade Assn.

DAYTON—May 14—Seventh of 8 Export Trade Workshops. "Transportation, Insurance & Packaging," Rm. 310, Kennedy Memorial Union, University of Dayton, 7:30 p.m. Sponsors: Commerce Field Office, REEC, Chamber of Commerce, U. of Dayton.

DETROIT—May 15—World Trade Club meeting, Pick-Ft. Shelby Hotel, 6 p.m.

DETROIT—May 20—Export Seminar, 445 Federal Bldg., 9:30 a.m. Sponsor: Commerce Field Office.

DOYLESTOWN, Pa.—May 12—International Trade Development Assn. of Bucks County monthly meeting, Conti's Cross Keys Inn, 5:30 p.m. Topic: Trading in Eastern European Countries. Speaker: Hugh M. Hyde, pres., Johnson Publishing Co.

EVANSVILLE, Ind.—May 21—Fourth Annual Ohio Valley International Trade Conference, University of Evansville, 9:30 a.m. Sponsors: Commerce St. Louis and Cincinnati Field Offices, REEC, Kentuckiana World Commerce Council, World Trade Club of Cincinnati, Evansville & Dayton Chambers of Commerce.

GRAND RAPIDS, Mich.—May 23—Western Michigan World Trade Club, Spring Lake Country Club.

HONOLULU—May 21—Export-Import Workshop, Rm. 286, Alexander Young Bldg., 10 a.m. Sponsors: Commerce & Small Business Administration Field Offices.

LOS ANGELES—May 23—Export Expansion Seminar, Commerce Field Office, 9:30 a.m.

MILWAUKEE—May 20—5th Annual Wisconsin International Trade Conference, Hotel Pfister. Sponsors: Commerce Field Office, Wisconsin REEC, Metropolitan Milwaukee Assn. of Commerce, Milwaukee World Trade Club, Inc.

NEW YORK—May 13—Third of 8 lectures on International Business Marketing-Management, Zeckendorf Campus, Long Island University. Sponsors: Commerce Field Office, REEC, College of Business Administration, Long Island U.

NEW YORK—May 14—Fourth of 7 Planning & Organizing for Int'l Trade lectures, Zeckendorf Campus, Long Island University. Sponsors: Commerce Field Office, REEC, College of Business Administration, L.I.U.

NEW YORK—May 15—Fourth of 8 Documentation lectures, Zeckendorf Campus, Long Island University. Sponsors: Commerce Field Office, REEC, College of Business Administration, L.I.U.

PHILADELPHIA—May 13—Credit Management Assn. of Delaware Valley meeting, Alpha Club, 5:30 p.m. Speaker: S. J. Rundt of S. J. Rundt Assoc.

PHILADELPHIA—May 15—Philadelphia Chapter, International Advertising Assn., Penn Athletic Club, 12 noon.

PHOENIX—May 21—Export Development Workshop, The Smokehouse Restaurant, 7-11 a.m. Sponsors: Commerce Field Office, Small Business Administration, Trans World Airlines, Arizona State University, Arizona World Trade Assn.

PHOENIX—May 22—Export Workshop, Rm. 5413, Federal Bldg., 10 a.m.-12 noon. Sponsors: Commerce Field Office, Arizona REEC.

READING, Pa.—May 14—Reading Foreign Traders Assn. monthly meeting, Abraham Lincoln Hotel, 6 p.m.

RIO PIEDRAS, P.R.—May 14—First of 12 weekly classes, "Introduction to Int'l Trade," Rm. 238, Social Science Bldg., University of Puerto Rico, 8 p.m. In Spanish. Sponsors: U.S., Puerto Rico Depts. of Commerce; REEC; Pan American World Airways.

ST. LOUIS—May 22—World Trade Week program presented by Port of New Orleans, Stauffer's River Front Inn, 6 p.m. Sponsor: World Trade Club of St. Louis.

SAN FRANCISCO—May 21—General Export Seminar, Rm. 9207, New Federal Bldg., 9:30 a.m.

SAN FRANCISCO—May 21—FCIB Roundtable Conference on Int'l Credit, Collection, & Exchange Problems, San Francisco Hilton Hotel.

TOLEDO—May 14—Export Roundtable Workshop, Chamber of Commerce, 2 p.m. Sponsors: Commerce Cleveland Field Office, Chamber of Commerce.

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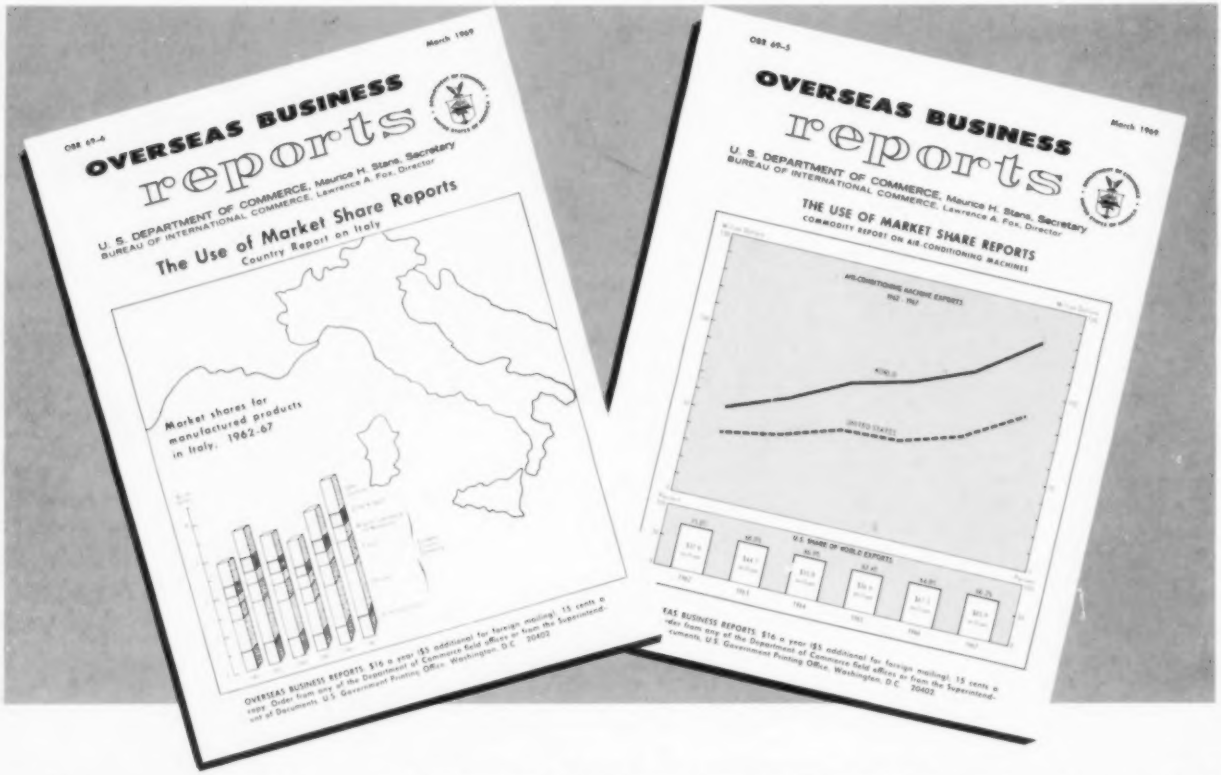
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